

THE EFFECT OF SERVICE QUALITY ON PUBLIC SATISFACTION IN CAPITAL INVESTMENT SERVICES AND INTEGRATED ONE DOOR SERVICES MALUKU TENGGARA BARAT DISTRICT

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ABSTRACT

This research was conducted to examine the effect of Service Quality (Reliability, Responsiveness, Assurance, Empathy, and Tangible) on Public Satisfaction on licensing services from the Dinas Penanaman Modal dan Pelayanan Pelayan Terpadu Satu Pintu Kabupaten Maluku Tenggara Barat.

The data obtained from this research was through distributing questionnaires to the people of Kabupaten Maluku Tenggara Barat, more specifically the people who managed business permits, as well as short interviews with employees from the relevant office. The results of testing the hypothesis that Reliability and Tangible have a positive influence on Public Satisfaction, while Responsiveness, Assurance, and Empathy have no influence on Public Satisfaction.

Keywords: *Service Quality and Public Satisfaction.*

INTRODUCTION

The West Southeast Maluku District Government (MTB), which is one of the districts of Maluku Province, also continues to strive to improve its public service performance. Good quality performance will affect community satisfaction with the services provided. In line with the Minister of Home Affairs Regulation No. 24 of 2006 concerning the Guidelines for Implementing One-Stop Integrated Services, the MTB Regency Government established a One-Stop Integrated Service and Investment Services Agency (PM-PTSP). The purpose of establishing PTSP is in line with Presidential Regulation Number 97 of 2014 concerning the Implementation of One-Stop Integrated Services, in this case providing protection and legal certainty to the community, shortening the service process, realizing a fast-easy-cheap-transparent-definitely-affordable service process, and provide broader services to the community.

Contrary to the purpose of the establishment of the PTS-PTSP Service Agency, in fact according to the Head of Representative of the Ombudsman of Maluku Province, Hasan Slamet reported on the Dharapos.com website that the condition of public services in PTSP in the Province and District / City is only administrative, where the community the concerned person collects related documents then the document is forwarded to the Technical Agency. Then still

have to wait for a recommendation from the Technical Agency about a document to get permission. In this case, according to Hasan Slamet, there were allegations of mal-administration, because the implementation of the PTSP Standard Operating Procedure should be 3 days, but when forwarded to the Technical Agency, the documents could be held for 3 weeks to 1 month. Real events in the field made the presence of PTSP not work in accordance with its intended purpose in shortening the bureaucracy, but instead extended the bureaucracy. This reality needs to be an important concern for the Provincial and Regency / City Governments.

This study refers to several studies that have been investigated in advance which are listed in Table 1. These researchers examined consumer or community satisfaction regarding the quality of services both from private services and from City / Regency Government Agencies. The results of their research show that the better the quality of service provided will affect the level of customer or community satisfaction, so that the level of satisfaction from the community is one of the most important as an evaluation to improve the services provided by the City / Regency Government. Parasuraman et al (1985) suggested that service quality can be measured through five dimensions, namely: reliability, responsiveness, assurance, empathy, and tangible evidence.

Through the phenomenon that occurs, the researcher is interested in conducting a study entitled "The Effect of Service Quality on Public Satisfaction on the Investment Services and One-Stop Integrated Services in West Southeast Maluku Regency".

Based on the background described, the formulation of the problem is whether

reliability, responsiveness, assurance, empathy, and tangible have an influence on public satisfaction? In addition, the purpose of this study was to examine the effect of the five variables on community satisfaction in West Southeast Maluku Regency.

Table 1. Previous Research

No	Researcher	Title	Conclusion
1	Setiawan dan Edy (2015)	Public Service Satisfaction at Licensing and Investment Service Offices of Temanggung Regency	Public service satisfaction is seen through two variables, namely quality and service procedures. The results showed that the community satisfaction index value was in the good category, the best element was in courtesy and officer friendliness and the lowest gain in the service speed element. Hypothesis test results show that service quality and procedures significantly influence public satisfaction in public service.
2	Riyadi, <i>et al</i> (2015)	Community Satisfaction Against the Serviceability of the Office of the Land Office of Indramayu Regency	Community satisfaction in this study was measured through five dimensions, namely Ireliability, responsiveness, assurance, empathy, and tangible. This finding confirms that improving the quality of services on the emphathy and tangible dimensions will increase community satisfaction.
3	Putra, <i>et al</i> (2015)	The Influence of Service Quality on Community Satisfaction (Study on the Department of Population and Civil Registration of Blitar City)	This Public Service Satisfaction is measured through five variables, namely physical evidence, reliability, responsiveness, assurance, and empathy. The results of this study indicate that these variables have a major influence on community satisfaction with public services.
4	Indriani, <i>et al</i> (2017)	The Influence of Public Services on Community Satisfaction: A Case Study of Food Production Permits for Household Industries in the Office of the Capital Investment Agency of Batu City	The conclusion of this study is that there is a real effect of the variable public service on the variable community satisfaction, where the better the public services provided, the level of community satisfaction will increase.
5	Gunarathne (2014)	<i>Relationship between Service Quality and Customer Satisfaction in Sri Lannkan Hotel Industry</i>	Conclusions from this study indicate that the most important factors in predicting evaluation of tourism quality services are tangible, empathy, reliability, and responsiveness. Whereas assurance has a negative relationship with customer satisfaction. These results support the idea that regardless of the usefulness of the SERVQUAL scale concept, it needs to be adapted to the service environment it is located in.
6	Alaan (2016)	Effect of Service Quality (Tangible, Empathy, Reliability, Responsiveness and Assurance) on Customer Satisfaction: Research on Serela Hotels Bandung	Conclusions from this study simultaneously have the effect of service quality on customer satisfaction. Partial results show results where only tangible and reliability variables have an effect on customer satisfaction, whereas for responsiveness, assurance, and empathy variables there is no effect on customer satisfaction. These three variables are related to human capital where employees are less able to provide responsive and convincing services so they can provide a sense of security and understand what the consumers need

Source: Journal of Setiawan & Edy (2015), Riyadi *et al* (2015), Putra *et al* (2015), Indriani *et al* (2017), Gunarathne (2014), Alaan (2016), and reviewed

LITERATURE REVIEW

• Agency Theory

Agency theory analyzes contractual between two or more individuals, groups or organizations. Jensen and Mecklin (1976) in Fayezi *et al* (2012) explained that the contract here is a relationship where one party (principal) delegates its work to another party (agent). The relationship between the two parties occurs when the action taken by one party has an impact on the other party or when one party is very dependent on the actions of the other party (Halim and Syukriy, 2006). Swardjono (2005) continues that in this

relationship the agent behaves in such a way as to the interests of the principal. The government as an agent has the responsibility to provide services to the community in this matter as principal in accordance with applicable procedures and laws.

• Concept of Public Administration

The Law of the Republic of Indonesia Number 30 of 2014 concerning Government Administration, describes that public administration is a procedure for making decisions and / or actions by agencies and / or government officials. In this case, the

government has a function to carry out public administration which includes the functions of regulation, service, development, empowerment and protection.

- **Service Quality**

Kotler (2012) describes the definition of service briefly as an activity or benefit offered by one party (service provider) to another party (service recipient). Basically the services provided are intangible and do not produce any ownership in any form.

Quality of service according to Parasuraman et al (1985) is how far the difference between customer expectations for service and reality after receiving the service. In addition there are five dimensions of service quality, including:

- 1) Reliability - is the ability of an agency to provide services in accordance with the promised, trusted, accurate, consistent, and in accordance with expectations. If the service provided is in accordance with the expectations of the community, this means timely performance, service provided without error, sympathy, and high level of accuracy.
- 2) Responsiveness - is the willingness of an agency to help and provide fast and appropriate services to the community, by delivering clear and easily understood information. In this case the service provider employee must have the readiness to serve the community, the speed in the transaction process, and handling community complaints.
- 3) Guarantee - is the ability of an agency to foster confidence and trust in the promise of the services provided. Competency and politeness are needed from the service provider to foster public confidence and trust in the agency. Guarantees are a combination of three dimensions, namely competencies which are skills and knowledge, politeness, and credibility related to trust in Government Agencies.
- 4) Empathy - is the willingness of an agency to give genuine and individual or personal attention given to the community by trying to understand their desires specifically. Empathy is a combination of two dimensions, namely ease of access and communication skills in delivering information.
- 5) Physical evidence - is the ability of an

agency to show the appearance of physical facilities, facilities and infrastructure as well as the condition of the surrounding environment is clear evidence of the services provided by the agency.

- **Public Satisfaction**

Kotler (2012) tries to interpret satisfaction as a feeling of being happy or disappointed by someone who arises because it compares the perceived performance of the product (or result) with what they expect. Peter and Olson (2005) add that satisfaction is the whole of psychological conditions arising from emotions and formed through experience consuming products or services. Therefore satisfaction can be said as a person's emotional response to something that happened or experienced. Emotions in this case someone shows feelings of like or dislike of something experienced.

Community satisfaction is a very important factor supported by the statement of Hoffman and Beteson (1997) in Setiawan and Edy (2015), namely: "Without customers, the service firm has no reason to exist", which in this case the firm or government agency exists for serving customers or the community. In line with agency theory, where the Government as the agent has the responsibility to provide the best possible service to the community as the principal.

The better service provided, the more satisfaction of the community will be. In evaluating the good services provided, it can be done by measuring the Community Satisfaction Index stipulated in the Decree of the Minister of Administrative Reform Number: KEP / 25 / M.PAN / 2/2004 concerning General Guidelines for the Compilation of the Community Satisfaction Index of Government Agency Service Units.

- **Hypothesis**

Parasuraman et al (1985) described reliability as an ability of Government Agencies to provide services in accordance with the promised, trusted, accurate, consistent, and in accordance with the expectations of the community. In order for services to be provided in accordance with the expectations of the community, it is expected that timely performance, service without errors, sympathetic, and have high accuracy. Accuracy in service is further emphasized by

the enactment of Decree of the Minister of Administrative Reform Number: KEP / 63 / M.PAM / 7/2003 that public services must have the principle of accuracy, where services received by the public must be correct, appropriate and legitimate. In line with this description, the research conducted by Setianwan and Edy (2015), Riyadi et al (2015), Putra et al (2015), and Indriani et al (2017) also prove that the reliability factor of a service becomes very important in determining the level satisfaction from the community. Based on these explanations, hypotheses can be arranged:

H1 = Reliability has a positive effect on community satisfaction

Parasuraman et al (1985) describe responsiveness as an ability of Government Agencies to provide fast and appropriate services by delivering information that is clear and easily understood by the public. Services provided by Government Agencies are expected to have responsiveness in accordance with the second principle in the Decree of the Minister of Administrative Reform Number: KEP / 63 / M.PAM / 7/2003 that public services must have the principle of clarity. Clarity is meant that services received by the community must be clear in terms of technical and administrative requirements, service providers are responsible for providing services and resolving community complaints, as well as clarity on details of fees and procedures for payment. In line with this description, the research conducted by Setianwan and Edy (2015), Riyadi et al (2015), Putra et al (2015), and Indriani et al (2017) also prove that the responsiveness of a service becomes very important in determining the level satisfaction from the community. Based on these explanations, hypotheses can be arranged:

H2 = Responsiveness Has Positive Impact on Community Satisfaction

Parasuraman et al (1985) presented assurance as an ability of Government Agencies to foster confidence and trust in the promise of services provided. Competency and politeness are needed from the service provider to foster public confidence and trust in the agency. Services provided by Government Agencies are expected to have guarantees so that people feel confident and

believe they can be well served. This guarantee is reinforced by the enactment of the Decree of the Minister of Administrative Reform Number: KEP / 63 / M.PAM / 7/2003 that public services must provide assurance of time, namely the implementation of public services can be completed in accordance with a predetermined time. In addition, public processes and services must be able to provide security and legal certainty so that the community will feel secure. In line with this description, the research conducted by Setianwan and Edy (2015), Riyadi et al (2015), Putra et al (2015), and Indriani et al (2017) also prove that the guarantee factor in service is important, because with the guarantee of service, it will foster a sense of confidence and trust in the community that is rooted in the level of satisfaction of the community. Based on these explanations, hypotheses can be arranged:

H3 = Guarantee Has a Positive Effect on Community Satisfaction

Parasuraman et al (1985) describe empathy (empathy) as a willingness of Government Agencies to give sincere and individual or personal attention given to the community by trying to understand their desires specifically. The empathy factor is a combination of two dimensions namely ease of access and communication skills in delivering information. Services provided by Government Agencies are expected to have empathy in this case individual care for the community, because the community not only wants services that are in accordance with the Standards but more than that, this is confirmed by the enactment of the Decree of the Minister of Administrative Reform Number: KEP / 63 / M . PAM / 7/2003 that the leader or appointed official must be responsible for the provision of services and able to resolve complaints / problems from the community. In addition to adequate and easily accessible facilities, the community will further increase community satisfaction with public services. In line with these descriptions, the research conducted by Setianwan and Edy (2015), Riyadi et al (2015), Putra et al (2015), and Indriani et al (2017) also prove that incorporating empathy factors in the services provided will further improve level of community satisfaction with public services. Based on these explanations, hypotheses can be arranged:

H4 = Empathy has a positive effect on community satisfaction

Parasuraman et al (1985) presented tangible evidence as an ability of Government Agencies to show the appearance of physical facilities, facilities and infrastructure as well as the condition of the surrounding environment as tangible evidence of the services provided by the agency. This is reinforced by the enactment of the Decree of the Minister of Administrative Reform Number: KEP / 63 / M.PAM / 7/2003 that public services must have the principle of convenience, namely the service environment must be orderly, orderly, there is a waiting room, and have complete infrastructure. Besides that, public procedures that are not complicated will make it easier for people to get services. In line with these descriptions, the research conducted by Setianwan and Edy (2015), Riyadi et al (2015), Putra et al (2015), and Indriani et al (2017) also prove that physical evidence factors in service are very important, because completeness of facilities and infrastructure as well as the state of the environment in which services are provided will greatly affect the level of community satisfaction. Based on these explanations, hypotheses can be arranged:

H5 = Physical Evidence Positive Impact on Community Satisfaction

Research Model

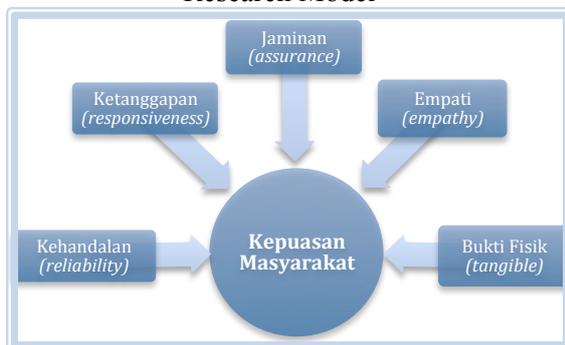


Table 2. Definition and Measurement of Independent and Dependent Variables

Variable	Operational Definition	Indicator
Reliability (Kehandalan KDL)	The ability of an agency to provide services in accordance with the promised, trusted, accurate, consistent, and in accordance with expectations.	<ul style="list-style-type: none"> Accuracy & consistency of service time with related agencies Professionalism of service personnel at related agencies The accuracy & accuracy of officers in providing error-free services Ease of service procedures for related agencies
Responsiveness (Ketangapan KTN)	Willingness of an agency in helping and providing fast and appropriate services to the community, by delivering clear and easy to understand information.	<ul style="list-style-type: none"> The readiness of officers in assisting the needs / information of the relevant agencies The ability of officers to manage & resolve complaints with related agencies The speed & accuracy of the officer is needed assistance and

RESEARCH METHODS

- **Type of Research:** Qualitative, based on its purpose is causal research, using survey techniques.
- **Types and Sources of Data:** Primary Data (public perception), Secondary Data (community complaints, ORI data, number of licensing services).
- **Data Collection Techniques:** Questionnaire and Documentation
- **Target and Characteristics of Population:** Population target, namely the community residing in the MTB Regency, the characteristics of the population are those who apply for permits at the PM-PTSP Service.
- **Sampling Techniques:** The sampling technique is non-probably sampling, the sample selected based on the type of quota sampling. The sample criteria, which is domiciled in the MTB Regency, is a business actor who applies for licensing at the PM-PTSP Office. With the number of samples determined based on KEMENPAN No. 25 of 2004, which is 150 respondents.
- **Operational Definition and Variable Measurement:**

The following is the definition and measurement of independent variables (reliability, responsiveness, assurance, empathy and physical evidence) and dependence (community satisfaction) described in Table 2.

- **Data analysis technique**

1. Test Validity and Reliability
2. Classical Assumption Test (multicollinearity, heteroscedasticity, and normality)
3. Regression analysis (test coefficient of determination, F test, and t test)

Assurance (Jaminan – JMN)	The ability of an agency in fostering confidence and trust in the promise of services provided.	<ul style="list-style-type: none"> handling to the relevant agencies The ability of officers to instill trust in service to related institutions Suitability of officers in providing services with promises given to related agencies Certainty of costs and service schedules at related agencies The ability of officers to provide security to the relevant institutions Willingness officers apologize if there is an error in service to the relevant agency
Empathy (Empati – EMP)	Willingness of an agency in giving sincere and individual or personal attention given to the community by trying to understand their desires specifically.	<ul style="list-style-type: none"> Willingness of the officer to listen carefully to every complaint of service to the relevant agency The ability of officers to understand each desire specifically related to service to the relevant agencies Equality of services provided without distinguishing social status from the relevant institutions
Tangible (Bukti Fisik – BFK)	The ability of an agency to show the appearance of physical facilities, facilities and infrastructure as well as the condition of the surrounding environment is tangible evidence of the services provided by the agency.	<ul style="list-style-type: none"> Comfort of the waiting room at the relevant agency Neatness & environmental hygiene in related institutions Renewal of service facilities to related agencies Neatness of appearance of officers at the relevant agencies
Public Satisfaction (Kepuasan Masyarakat – KM)	Community satisfaction is a feeling of being happy or disappointed by the community that arises because it compares the perceived performance of the product (or result) with what they expect.	<ul style="list-style-type: none"> Convenience of related institutions Services carried out in accordance with the procedures of the relevant agencies Hospitality and politeness of officers at the relevant agencies The clerk is competent in providing services to the relevant agencies Services provided are in accordance with the promises of the relevant agencies

Source: Parasuraman et al (1985) on the dimensions of Service Quality, Kotler (2012) definition of satisfaction, and Gunarathene et al (2014) concerning Indicator Service Quality & Customer Satisfaction adjusted to KEMENPAN Number 25 of 2004

ANALYSIS AND DISCUSSION

The returned questionnaire is 122 and can be used entirely. The test results show that each item statement in the questionnaire is all valid and reliable.

This study is also free from multicollinearity, heteroscedasticity, and normal distribution. After testing and the results of the research obtained, the following

is a summary of the results of testing hypotheses summarized in Table 3 summarizing the results of hypothesis testing.

Partially all variables affect people's satisfaction. Simultaneously the responsiveness and physical evidence variables have a significant effect, while responsiveness, assurance and empathy have no significant effect on community satisfaction.

Table 3. Summary of Hypothesis Testing Results

Hypothesis	Model Feasibility Testing	Significance Testing		Decision
		t	Sig.	
Hypothesis 1 : KDL has a positive effect on KM	Regression Equation: KM = 0,524 + 0,373 KDL + 0,018 KTN + 0,082 JMN + 0,011 EMP + 0,308 BFK + e	3,242	0,002	H1 = accepted
Hypothesis 2 : KTN has a positive effect on KM	R² = 0,466 Ajusted R² = 0,443	0,177	0,860	H2 = reject
Hypothesis 3 : JMN has a positive effect on KM	F = 20,258 Sig. = 0,000	0,597	0,552	H3 = reject
Hypothesis 4 : EMP has a positive effect on KM	Meaning: The variables KDL, KTN, JMN, EMP, and BFK together have a significant positive effect of 0,000 < α 0,05 on Community Satisfaction in the One-Stop Investment Service and Integrated Services West Southeast Maluku Regency	0,076	0,940	H4 = reject
Hypothesis 5 BFK has a positive effect on KM		2,524	0,013	H5 = accepted

Source: Processed primary data (SPSS output)

CONCLUSION

Simultaneously the variables of reliability, responsiveness, assurance, empathy and physical evidence have a significant effect on the papacy of society.

Partially, the variables of reliability and physical evidence have a significant effect on community satisfaction. This is evidenced by the community feeling that the West Southeast Maluku Regency One Stop Investment and Services Office is quite reliable, and always

updates the facilities and infrastructure of the Dinas, so that people feel satisfied. As with the responsiveness, assurance and empathy variables, it does not have a significant effect on community satisfaction. These three variables lead to human capital where the community feels that the employees of the Investment and One-Stop Integrated Service Service are unable to provide responsive, convincing services that provide security, and even understand what is specifically needed by the community.

LIMITATIONS

In this study there are several limitations, including:

1. The variables that influence Community Satisfaction in this study are only 46.6%, so that they cannot fully describe the variables that affect Community Satisfaction.
2. This research is only carried out in one Government Agency, so it cannot be concluded that the results will be the same if done at other Government Agencies.

RECOMMENDATION

Based on the conclusions and limitations of this study, the following is a recommendation for the West Southeast Maluku Maluku One Stop Service and Integrated Services Office, including:

1. The West Southeast Maluku Regency Government should implement a one-stop service in the licensing services of the Investment and One-Stop Services.
2. The West Southeast Maluku Regency Government should build a licensing service information system and an integrated support system. West Southeast Maluku Regency.
3. Employees are included in trainings related to licensing services, so as to improve the quality and capacity of employees in providing services as much as possible.

For future research, there are several things that need to be considered, including:

1. Adding other variables outside of those already examined in this study, so that it is expected to be able to better explain Community Satisfaction, as well as assisting the local Government in improving the Quality of Service from the relevant Dinas.

2. This research only covers one Government Agency that provides public services, it is hoped that further research can add several Government Agencies that provide public services, so that it can further facilitate the Local Government in evaluating the Quality of Public Services.

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