

Effect of Service Quality on Public Satisfaction in Public Administration in Department Population and Civil Registration of Sungai Penuh

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Abstract - The title of this research is the Influence of Service Quality Satisfaction In the Publishing Society Population Administration at the Office of Population and Civil Registration River City Full. This study aims to look at the impact of service quality to the satisfaction of the people. This study uses a quantitative method for measuring wants research between variables X and Y. The sample in this study of 20 people. The sampling technique sampling saturated instrument of research in the form of a questionnaire. Mechanical analysis of hypothesis testing using Pearson Product Moment Correlation, thus obtained t count 2,726 > t table 2.101). (Quality of Service) and large Influence of Service Quality Satisfaction In the Publishing Society Population Administration at the Office of Population and Civil Registration River City Full of 29.2466%, while the remaining amount of 70.7566% (100% -29.2466%) can be explained by cause -because the other. Conclusion Ha Ho accepted and rejected, in other words there are Influence of Service Quality Satisfaction in the Publishing Society Population Administration at the Office of Population and Civil Registration River City Full.

Keywords - Quality Of Service Satisfaction of Publik.

I. INTRODUCTION

The opening of the 1945 Constitution of the Republic of Indonesia in the fourth paragraph states that the purpose of the establishment of the State of the Republic of Indonesia is, among others, to promote public welfare and educate the life of the nation. The mandate implies that the state is obliged to meet the needs of every citizen through a system of government that supports the creation of quality public service delivery in order to meet basic needs for public goods, public services and administrative services.

The main task of government is essentially service to the community. To carry out government duties, public organizations and public management are needed. Public organizations as elements of public administration are a place to carry out public administration tasks. Public

organizations are formed to provide services to the public / citizens. Ideally with regional autonomy, the quality of public services will be better, because regulations and policies on services are in the hands of the regional government. Local governments as providers of public services are always demanded to be able to improve the quality of services, are able to set service standards that have dimensions to maintain quality of life, protect the safety and welfare of the people. The concept of excellent service is a model that is applied to improve the quality of public services. Excellent service is a strategy to realize a culture of quality in public service. The orientation of excellent service is the satisfaction of the service user community.

Building excellent service must begin with increasing the professionalism of apparatus resources to be able to

provide the best service, approach or exceed existing service standards. Efforts to improve the quality of public services through excellent service imply closing the gap between the perceptions of service providers and service users of the process and results of the service. In the perspective of service users, the service quality criteria include easy and good. Therefore the regional government as the service provider always strives for services that are affordable (close), right and fast.

The challenges faced in public services not only create an efficient service, but also how services can also be done without discriminating the status of the people served. In other words, how to create fair and democratic services. One of the philosophies of regional autonomy is getting closer to service to the community. Therefore, to be able to provide good service to the community, it is necessary to know the problems faced by the community in advance. After community service issues are inventoried and analyzed, it is necessary to have an effective service strategy and in accordance with the characteristics of the region and its population.

According to Law Number 25 of 2009 concerning Public Services article 1, it states that the definition of public service is an activity or series of activities in order to fulfill service needs in accordance with the laws and regulations for every citizen and resident for administrative goods, services and / or services provided by public service providers. The implementation of public services is a very strategic process because there is intensive interaction between citizens and the government. The quality of products and the process of organizing public services can be observed, felt, and assessed directly by the community.

Employees of an agency are basically the only main source of organization that cannot be replaced by other resources because how well an organization is, the complete facilities and services will not be useful without employees managing, using and electing it. The success of agencies in achieving goals is one reflection of an effective organization. Civil servants as government officials and as public servants are expected to be always ready to carry out their duties well and are ready to serve the community well.

Giving to the community in general has not been performed sebgaiman an expected, this can be seen among others from the number of complaints or complaints from the public to the Ministry of Administrative Reform countries (MENPAN) through a representative as concerns procedures and working mechanisms of service convoluted, not transparent, less informative, less accommodating, less

consistent, limited facilities, service facilities and infrastructure, so there is no guarantee of legal certainty, time and costs and there are still many practices of illegal levies and actions that indicate irregularities and corruption, collusion and nepotism (KKN).

Based on preliminary observations on service quality and morale in the Population and City Civil Registration Service Office, there are symptoms or symptoms of problems, namely, a fairly low morale that reduces the quality of the population process tends to be slow, prolonging the completion of work, insufficient placement in accordance with the educational background so that it will affect the process of predisposition.

It is necessary to take concrete steps to obtain exposure from the above and future formats that can provide optimal service to the River City Population and Civil Registration Office, so that in the future the staff at the River City Population and Civil Registration Office will show professionalism, motivation, achievement high, more efficient and have the ability and discipline so that the implementation of the population process can run well.

Based on the background of existing problems, the authors are interested in examining the relationship between the influence of service quality and employee morale on community satisfaction, the authors are interested in conducting research with the title: EFFECT OF SERVICE QUALITY ON PUBLIC SATISFACTION IN PUBLIC ADMINISTRATION IN DEPARTMENT POPULATION AND CIVIL REGISTRATION OF THE FULL CITY OF SUNGAI.

II. THEORETICAL FOUNDATION

2.1 Understanding of Administration

The word comes from the Dutch administration, "*administratie*" which means all activities that include writing, typing type, computerization, correspondence (correspondence), filing, and agenda (jobs Administration office). The other administrative word comes from the Greek word *Ad Ministrare* which means *Ad* = on, *ministrare* = serving, then the word administration means providing service. From the two meanings above in general it can be interpreted that the administration has the meaning of office administration services such as typing / computer services, correspondence services, and so on.

Another opinion regarding administration was presented by *Siagian (1994: 3)* arguing that *Administration is the whole process of cooperation between 2 (two) people or*

more based on certain rationality to achieve predetermined goals.

From the opinions of experts as described above, it can be concluded that administration is all activities carried out through cooperation in an organization based on a predetermined plan to reach the destination.

2.2. Definition of state administration

Administrative science has various branches, one of which is state administration. State administration also has many definitions, which can generally be divided into two categories. First, the definition that sees state administration only in the executive institution. Second, the definition that looks at the scope of state administration includes all branches of government and matters relating to the public. There is an interactive relationship between the administration of the country and its social environment. Among the various elements of the social environment, cultural elements are the elements that most influence the appearance (performance) of state administration.

According to Dimocks (1994: 26) states that state administration is the activity of the state in carrying out its political power / authority. State administration is a process related to the implementation of government policies, directives, skills and techniques that are infinite in number, giving direction and purpose to the efforts of a number of people. Thus the state administration contains two meanings, namely:

1. Organization and management of people and things to achieve government goals.
2. An art about management that is used to regulate state affairs.

2.3 Definition of Administration Decree

Population Administration is a series of structuring and regulating activities in the issuance of documents and population data through population registration, civil registration, management of population administration information and the utilization of results for public services and development sector In n. Every resident MUST report the events of population and important events that he experienced to the implementing agency . Because, every important event / event that is experienced (such as birth, death, and marriage) will result in the issuance or change of Family Card (KK), Resident Identity Card (KTP), and / or other residence certificate which includes moving, change address, or limited residence status to be permanent residence.

Population Documents are official documents issued by Executing Agencies that have legal force as authentic evidence that results from service

2.4 . Human Resource Management

Hasibuan (2001: 10) states that human resource management is a field of management that specifically studies the relationships and roles of humans in corporate organizations. The element of human resource management is humans who are labor in the company.

According to Armstrong (1994: 13) Management of human resources is the planning, organizing, directing, and supervising the procurement, development, compensation, integration, maintenance and termination of the said labor relations to help the goals of the organization, individuals and society.

2.5. Understanding Service Quality

Pelayanan public / general is one of the main functions of government. The government is domiciled as an institution that is obliged to provide or fulfill community needs. Service is a translation of istilah *service* in English which, according to Kotler, is quoted by Tjiptono, (2004: 6), which means every action or action that can be offered by one party to another, which is basically *intangible* and not produce ownership of something. Then according to Dadang (2005: 49) suggests that service has an understanding as helping to prepare (or take care of) what someone needs.

2.6 . Indicator of Service Standards

Every public service provider must have service standards and be published as a guarantee of certainty for service recipients. Service standards are a measure that is standardized in the implementation of public services that must be adhered to by the service provider or recipient. Through agreement with the House of Representatives of the Republic of Indonesia and the President of the Republic of Indonesia, on 18 July 2009 Indonesia passed Law No. 25 of 2009 concerning public services. According to Law No. 25 of 2009, service standards are benchmarks used as guidelines for the provision of services and references for evaluating service quality as obligations and promises of providers to the public in the context of quality, fast, easy, affordable and measurable services. In Law No. 25 of 2009, the organizers are obliged to develop and set service standards by paying attention to the organizer's facilities, community needs, and environmental conditions.

2.7. Definition of Community Satisfaction

According to Tse and Wilton (in Tjiptono, 2004: 146) it is stated that customer satisfaction or dissatisfaction is the customer's response to the evaluation of the perceived incompatibility between the previous expectations and the actual performance of the product after its use. Customer satisfaction is a function of expectations and performance. Oliver (in Tjiptono, 2004: 146) gives the opinion that overall satisfaction is determined by a lack of expectation which is a comparison between perceived performance and expectations.

Kotler (in Tjiptono, 2004: 147) provides a definition of customer satisfaction as a feeling of pleasure or disappointment someone who comes from a comparison between his impression of the performance (results) of a product and its expectations.

III. RESEARCH AND RESULTS

3.1. Operational Definition of Variables

To provide clues in this study, so that it can provide clarity and from the influence of service quality on community satisfaction in publishing population administration at the Sungai Penuh City Population and Civil Registration Service, the definition of the intended variables can be stated.

What is meant by the filing system is a method or method that is systematically used to manage the storage of documents and documents in any form, as material for remembering and sources of information in order to maintain the preservation of the information it contains facilitates rediscovery if necessary.

While work efficiency is the success rate of employees in achieving goals by using resources and funds as economical as possible and the embodiment of the ways in which employees can achieve specified work results.

In analyzing the data of the Effect of Service Quality on Community Satisfaction in the Issuance of Population Administration at the Population and Civil Registration Service of Sungai Penuh City, the author discusses it based on whether or not the influence of independent variables is Service Quality (variable X) with related variables namely community satisfaction (variable Y).

3.2 Effect of Quality of Service (X) on Community Satisfaction (Y) in the Population and Civil Registration Service of Sungai Penuh City.

3.2.1 Pearson Product Moment Correlation.

$$r_{xy} = \frac{N\sum XY - \sum X \sum Y}{\sqrt{\{N\sum X^2 - (\sum X)^2\} \{N\sum Y^2 - (\sum Y)^2\}}}$$

$$r = \frac{20(210547) - (2138) \cdot (1968)}{\sqrt{\{20 \cdot 228866 - (2138)^2\} \cdot \{20 \cdot 193958 - (1968)^2\}}}$$

$$r = \frac{4210940 - 4207584}{\sqrt{\{4577320 - 4571044\} \cdot \{3879160 - 3873024\}}}$$

$$r = \frac{3356}{\sqrt{\{6276\} \cdot \{6133\}}}$$

$$r = \frac{3356}{\sqrt{38509536}}$$

$$r = \frac{3356}{6205,605}$$

$$r = 0,540801$$

From the results of the calculation above the influence of service quality variables on community satisfaction calculated by a correlation of 0.540801 means that the service quality variable (X) has an influence on the satisfaction of the variable community (Y) at the Sungai Penuh City Population and Civil Registration Service.

3.2.2. Coefficient of Determination (KD)

To find out the influence of variable X on variable Y, the coefficient of determination is determined by using the following formula:

$$KD = r^2 \times 100\%$$

$$KD = (0,540801)^2 \times 100\%$$

$$KD = 0,2924657 \times 100\%$$

$$KD = 29,2466$$

From the calculation of the Determination Coefficient above, the magnitude of the effect of variable X on Y variable is 29,2466 % while the remaining 70.7534% is influenced by other variables not discussed in this study.

3.2.3. Hypothesis testing

To prove the influence of the Service Quality variable with the Community Satisfaction variable, the t test is carried out using the following formula:

$$\begin{aligned}
 T_{\text{hitung}} &= \frac{r\sqrt{n-2}}{\sqrt{1-r^2}} \\
 t_{\text{hitung}} &= \frac{0,540801\sqrt{20-2}}{\sqrt{1-0,540801^2}} \\
 t_{\text{hitung}} &= \frac{0,540801\sqrt{18}}{\sqrt{1-0,292465721}} \\
 t_{\text{hitung}} &= \frac{0,540801 \cdot 4,24}{\sqrt{0,7075342779}} \\
 t_{\text{hitung}} &= \frac{2,29299624}{0,841150568} \\
 &= 2,726
 \end{aligned}$$

Distribution table (*t table*) 2-sided test for $\alpha = 0.05$ and degrees of freedom ($dk = n - 2 = 20 - 2 = 18$), obtained *t* value *table* amounting to 2,101 *t* count of 2,726 means ($2,726 > 2,101$). Then H_a is accepted H_o rejected means that there is an influence between the quality of service to community satisfaction on the Population and Civil Registration Office of Sungai Penuh City.

IV. CONCLUSION AND SUGGESTIONS

Based on the above description and the analysis of the previous chapters, the following conclusions can be drawn:

1. Service quality has an effect on community satisfaction in publishing population administration in the Population and City River Full Civil Registration Office, which can be proven by *t* count $>$ *t table* ($2,726 > 2,101$).
2. The magnitude of the influence between service quality variables on community satisfaction in publishing population administration in the Population and Population Registration Office in Sungai Penuh City is 29.2466% while the remaining 70.7566% is influenced by variables not discussed in this study.

SUGGESTIONS

1. The quality of service in the Department of Population and Civil Registration of Sungai Penuh City is good, but it is still maintained and improved so that community satisfaction towards the Sungai Penuh City Population and Civil Registration Service in publishing population administration is better.
2. To improve the quality of service to the satisfaction of the community in the population administration update on the Population and Civil Registration Office of Sungai Penuh City. Supporting facilities and infrastructure such as toilets, Mussola, provide a queuing place for people who are dealing with the Sungai Penuh City Population and Civil Registration Office.
3. To strengthen the awareness of the people who are dealing with the Sungai Penuh City Population and Civil Registration Office, they are expected to work more professionally.
4. In improving the quality of service at the Population and Civil Registration Service of Sungai Penuh City, the leadership haru as pay attention to the development and needs of the community.

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