

Community Satisfaction as a Mediation of Service Quality and the Feasibility of Community Services Study on Community of Public Service at Local Government Jayapura City Papua Province, Indonesia

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Abstract: Jayapura City government has an important role in providing services to the community in accordance with the mandate of Law Number 25 Year 2009 on Public Service. Good governmental services can be measured by community satisfaction and public trust. The objective of the study was to analyze and explain the satisfaction of the community as a mediation between service quality and service feasibility to public trust. This research was conducted on service users at the Department of Population and Civil Registration on Jayapura City Government of Papua Province. This study is a quantitative research with the number of respondents of 100 people. The measurement scale used is Likert scale 1-5. The analysis tool used is GSCA (Generalized Structured Component Analysis). The results shown that service quality and service feasibility directly have no significant effect on public trust. However, service quality and service feasibility significantly influence the satisfaction of the community. Meanwhile, the satisfaction of the community significantly influences the public trust. Based on the results of the analysis shown that the satisfaction of society as mediation service quality and service feasibility to public trust.

Key words: Analysis, public, feasibility, mediation, society, trust

INTRODUCTION

Good governance is understood as good governance by fulfilling the principles of accountability, transparency, responsiveness, equality and fairness, effectiveness and efficiency, legal certainty, participative and representative. According to UNESCAP (2011) the implementation of good government one of them is to provide services in accordance with the needs of the community. Where one of the services provided is service in the field of population and civil registration.

Shofa (2016) said that public services in districts and municipalities are still getting more complicated and make people more difficult to get the needed services. Yesaya (2012) argues that the quality of public services conducted by the government in Papua Provisnsi still not optimal, so that, makes people less satisfied with the services provided so far. Some opinions indicate that the quality of public services provided by the government in the region is still not optimally done. This can lead to public confidence in the local government.

Characteristic of government services that are largely monopolistic, so that, the impact on the weakness of

public service managers for the provision of quality services. Service quality is poor (poor service). Still often heard complaints from the public for the low quality of services they receive, the complaints they convey either directly to the service providers or indirectly through the media available. The existence of complaints about the reliability of the promised service has not been timely and accurate, the complaint will the responsiveness of the weak employee responsiveness to the wishes of the community and complaints of less sincere attention, especially to the community in providing services. This proves that many public service providers in government offices do not understand how important the concept of public service quality is.

Basically the quality of services provided by the organization starts from the needs and ends on the perception. This means that a good quality image is not seen from the service provider's perception but rather based on the recipient's perception of service. Kotler and Keller (2015), the service receiver's perception of service quality is a thorough assessment of the superiority of a service. Yarimoglu (2014) argues that quality of service becomes important for service providers and service

providers should improve the quality of service in order to gain satisfaction for customers. Service quality is the result of a perceptual comparison of the actual service delivery process and service outcomes (Lovelock and Wirtz, 2011). Quality of service is a perception of the delivery of services provided by the organization to users of the service.

In addition to service quality, customer satisfaction can also be seen from the feasibility of service (service fairness) where the feasibility of service is an assessment of the overall feasibility of the organization in providing services (Carr, 2007). Basically, individuals try to get the best service, but also the proper and consistent service. Proper service treatment is an important factor that leads to customer complaints (Ambrose *et al.*, 2007). Measurement of service feasibility according to Carr (2007) is called FAIRSERV which consists of four dimensions of distribution distribution feasibility, feasibility of procedural services, the feasibility of interpersonal services and the feasibility of information services.

The fairness treatment received from the party in exchange also affects customer satisfaction, loyalty and purchase intentions (Chiu *et al.*, 2007), it indicates that the buyer or the recipient of the service should obtain appropriate service feasibility between the one and the other. Differences from the feasibility of the services provided indicate that the organization has not had feasibility in providing services. Carr (2007) the perception level of customer service feasibility has a positive effect on the perception of service quality. Trust is a key element in the emergence and maintenance of various social exchanges relationships including consumer-organizational relationships (Konovsky and Pugh, 1994). Distributive and procedural justice affects public confidence in decision making (Folger and Konovsky, 1989). This shows that the confidence that arises is affected by the satisfaction received.

Individual satisfaction is an assessment based on one or a series of customer service interactions (Yi, 1990), a good assessment of the service recipient of a series of services received by customers can lead to customer satisfaction. Schmenner (2004)'s, customer satisfaction is related to service quality, it shows that good service quality can give satisfaction to customer. Greater customer satisfaction benefits the organization.

Research on the role of trust in service activities or services has been done by several researchers. Trust becomes very important role in fostering relationships, especially in the field of service. Zakiyah (2007), public trust is measured by full trust, always fulfilling promises, truth and truth, fair and appropriate treatment and help if

necessary. Community trust is measured by consistency, competence, honesty, fairness, responsibility, helpfulness and kindness.

Based on some opinions that have been expressed by experts and also researchers it can be stated the purpose of this study is to analyze the effect of service quality and service feasibility to community satisfaction and public trust. In this study also conducted analysis of community satisfaction as mediation service quality and service feasibility to public trust.

Literature review

The quality of service: Quality of service is the performance or work consumed at the place where a product is produced and served (Collier, 1990). Individual perceptions of service quality are a thorough assessment of the merits of a service from the consumer's point of view (Fitzsimmons and Fitzsimmons, 2006). The quality of service measured in this research is the basic public service needs in accordance with the civil rights of every citizen and resident of an administrative good, service or service organized by the public service provider.

Parasuraman *et al.* (1985) presents five dimensions of service quality. The five dimensions are reliability, responsiveness, assurance, empathy and tangible (physical products). Johnson (1998) conducts research in the United Kingdom (Britain) proposes 18 dimensions: access, aesthetics, attentiveness/helpness, availability, care, cleanliness/comfort, commitment, communication, competence, courtesy, flexibility, friendliness, functionality, integrity, reliability, responsiveness, security. Gronroos (1990) gives service quality dimensions based on consumer ratings as follows: technical or outcome dimension, functional or process related dimension, corporate image. In this study, the dimensions of service quality used are from Parasuraman (1988)'s opinion, Johnson (1998) and Gronroos (1990), namely: access, reliability, responsiveness, facilities and comfort.

The service feasibility: Service fairness is an effort made by service providers to provide similar services between one customer and another (Carr, 2007). Service feasibility primarily in the service industry where the products sold do not appear to have high sensitivity to issues of service feasibility (Berry, 1999). Service providers should be more prioritized in providing service feasibility to their customers so that they can feel treated fairly and well by the organization.

In general, the service feasibility (service fairness) has four dimensions, it is proposed by Lind and Tyler (1988), Cohen-Charash and Spector (2001), Greenberg

(1993) which include: distributive feasibility, procedural feasibility, interpersonal feasibility and feasibility information. Beugre and Baron (2001) provide an additional dimension to the feasibility of the service that is systematic feasibility, this is based on the view that the four dimensions of service feasibility are only oriented to input, but also in a comprehensive system that determines input and output. Based on the additional dimensions, the feasibility of service can be five dimensions, namely: distributive feasibility, procedural feasibility, feasibility interpersonal, feasibility of information, systematic feasibility.

Public satisfaction: The satisfaction is an individual response to the fulfilled needs possessed (Richard, 1997). If a person's needs are not met then the satisfaction received less if a person's needs could be met then the satisfaction is received high. Kotler and Keller (2015) satisfaction is the level of one's feelings after comparing perceived performance compared with expectations. Understanding is seen that there are two elements that determine consumer satisfaction, namely the performance of services offered and the expected performance. If the performance of the offered services is the same as the expected performance or may exceed the expected performance, the service user will feel satisfied. Thus, customer satisfaction will be felt after consumers use the services offered.

There are 4 aspects of satisfaction presented by Sabarguna (2004), namely: convenience; public relations with officials; technical competence of officers; the cost of a person satisfied with the services provided. Moenir (1992), suggests 4 dimensions of satisfaction of public service, namely: courteous behavior; how to convey something related to that should be accepted by the consumer; time of delivering the right; hospitality. Measurement of community satisfaction in getting service is measured based on opinion expressed by Sabarguna

(2004) and Moenir (1992), namely: interaction, cost, security, office facilities, speed of service, employee response.

Community trust: Trust is one's willingness to rely on exchange partners (Moorman *et al.*, 1993). While Rotter (1967) argued that trust is the hope of someone on the other who can be relied upon. Basically, public trust is a hope that is owned by the community to the government in providing services.

Trust basically has an important role in community life both in business and public sector, as proposed by Parasuraman *et al.* (1985), trust as one of the key key factors in building marketing relationships between producers and consumers. Trust is a cue from its association with sites and systems of customers (Corritore *et al.*, 2003). Trust given by the organization can provide customers to continue the service they have been given (Davis *et al.*, 2000). An organization is able to guarantee a good relationship between the organization and the users of the service, so as to create trust from service users.

In this study, the measurement of public trust using indicators used by Ganesan (1994), namely: consistent; competent, honest, fair, responsibility, help, good heart. Previous research results relating to the relationship between service quality, service feasibility, satisfaction and trust are as follows (Table 1). Based on the results of research that has been presented in Table 1, it can be drawn hypothesis research as follows:

- H₁: quality of service affect public satisfaction of public service user
- H₂: service eligibility affects public satisfaction of public service users
- H₃: quality of service affects public trust of public service users

Table 1: Past research service quality relationships, service feasibility, satisfaction and trust

| Researchers | Analyzer | Research result |
|------------------------------------|-------------------------------------|---|
| Sureshchandar <i>et al.</i> (2002) | Multiple regression | Service quality is positively correlated to customer satisfaction |
| Pinho and Macedo (2008) | Structural Equation Modelling (SEM) | There is no significant correlation between service quality and satisfaction |
| Chen <i>et al.</i> (2012) | Structural Equation Modelling (SEM) | Perceptions of service quality are positively related to satisfaction |
| Rahmat and Faisol (2016) | Descriptive qualitative | Quality of service provided by the manufacturing company to provide satisfaction to customers |
| Wang and Mattila (2011) | Multiple regression | The service feasibility correlates positively significant to the satisfaction of the customer |
| Zhu and Chen (2012) | Partial Least Squares (PLS) | The feasibility of service has a significant positive correlation to satisfaction and trust |
| Namkung and Jang (2010) | Structural Equation Modelling (SEM) | The feasibility of the services provided can provide satisfaction |
| Chenet <i>et al.</i> (2010) | Structural Equation Modelling (SEM) | Service quality is positively correlated to trust |
| Kassim and Abdullah | Structural Equation Modelling (SEM) | Ease of use, web design and guarantee have a significant effect on trust |
| Jambulingam <i>et al.</i> (2009) | Structural Equation Modelling (SEM) | Service eligibility correlates to trust |
| Nikbin <i>et al.</i> (2011) | Regresi berganda | Feasibility of perceived service has a significant relationship with trust |
| Bigne and Blesa (2003) | Structural Equation Modelling (SEM) | There is a significant relationship between satisfaction and trust |
| Zboja and Voorhees (2006) | Structural Equation Modelling (SEM) | There is a relationship between customer satisfaction and trust |
| Chen and Chang (2013) | Structural Equation Modelling (SEM) | Satisfaction relates significantly to trust |

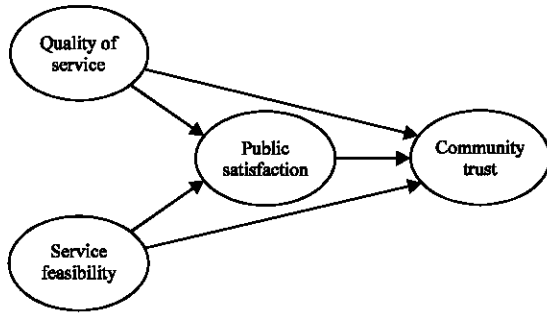


Fig. 1: Research model

- H₄: service eligibility affects public trust of public service users
- H₅: community satisfaction affects public trust of public service users
- H₆: satisfaction of society as mediation of service quality to public trust of public service user
- H₇: community satisfaction as mediation of service feasibility to public trust of public service user (Fig. 1)

MATERIALS AND METHODS

Research design: This research is explanatory research, where this research is explanatory research and test a research hypothesis. In this research, we examine the relationship between service quality, service feasibility to community satisfaction and public trust. The study was conducted at the Department of Population and Civil Registration of Jayapura City Government of Papua Province.

Population and sample: The population in this study is all citizens of the user community or who receive services at the Office of Population and Civil Registration of Jayapura City Government. The sample selection of this research uses purposive sampling that is 21 year old society and is taking care of resident document at Population and Civil Registration Agency in Jayapura City. Based on these criteria the number of selected samples is 140 people who are taking care of the residence document and as many as 100 questionnaires that can be processed.

Testing research instruments: In this study before the questionnaires distributed to the respondents conducted trials on 40 people who are taking care of residence documents at the Department of Population and Civil Registration in Jayapura City. Based on 40 questionnaires that have been distributed that can be processed as many as 30 questionnaires. Test results validity and reliability

data indicate that the acquisition of correlation coefficient between 0.551-0.881. These results indicate that no statement item has a value <0.3, meaning that the statement items are valid.

While the acquisition figures Cronbach’s alpha, between 0.909-0.954>0.6. These results indicate that statement items are reliable.

Analyzer: Data analysis tool used in this research is). GSCA (Generalized Structured Component Analysis) is a component-based Structural Equation Modeling (SEM) analysis that can be used for scoring calculations (not scales) and can also be applied to small samples.

RESULTS AND DISCUSSION

The characteristics of the respondents of this research are mostly male and the rest are female (Table 2). Users of demographic registration services are mostly performed by men. This is more because men are the head of household in the household and the customs of the people up to now which take care of the need for public services are more charged to the head of the family.

Further characteristic of respondents by age is done to see the age range of respondents who made as respondents of this study. Most of the respondents were over 30 years old. It indicates the age of the respondent is mature enough to understand the research instrument and provide information on the research variables with precise and careful.

The result of GSCA (Generalized Structured Component Analysis) analysis shows that the goodness of fit model is good enough, it can be seen with GFI value of 0.972 this shows that the research model is quite reliable. The value of FIT is 0.676, it shows that the model can explain the influence of several variables (according to the model in the conceptual framework) to the public trust variable of 67.7%. The result of relationship analysis between research variables can be seen in Table 3. The result of direct relationship analysis between research variables can be seen from the acquisition of p-value and path coefficient. The relationship of service quality to the satisfaction of the public gets the p-value value of 0.007<0.05 and the acquisition coefficient of 0.370, it means that there is a positive and significant relationship. The feasibility of service to the public satisfaction of p = 0.006 and the coefficient is 0.405 indicating a positive and significant correlation. Public satisfaction of public trust get p = 0.000 and coefficient equal to 0.634. This result can accept hypothesis 1, 2 and 5. The results of this study support previous research proposed by

Table 2: Characteristics of respondents by sex

| Characteristics of respondents | Frequency (people) | Percentage |
|--------------------------------|--------------------|------------|
| Sex | | |
| Man | 60 | 60 |
| Women | 40 | 40 |
| Total | 100 | 100 |
| Age (years) | | |
| 21-30 | 35 | 35 |
| 31-40 | 30 | 30 |
| 41-50 | 20 | 20 |
| 51-60 | 15 | 15 |
| Total | 100 | 100 |

Table 3: Testing results direct relationships between variables research

| Relationship between variables | Path | | Information |
|---|-------------|----------|-----------------|
| | coefficient | p-values | |
| Quality of service-community satisfaction | 0.370 | 0.007 | Significant |
| Service feasibility -community satisfaction | 0.405 | 0.006 | Significant |
| Quality of service-community trust | 0.066 | 0.511 | Not significant |
| Service worthiness-community trust | 0.234 | 0.067 | Not significant |
| Community satisfaction-community trust | 0.634 | 0.000 | Significant |

Sureshchandar *et al.* (2002), Pinho and Macedo (2008), Chen *et al.* (2012), Rahmat and Faisol (2016), that the quality of services in accordance with the needs of the community can increase community satisfaction in managing kependudukan and civil registration. This research supports the research conducted by Wang and Mattila (2011), Zhu and Chen (2012), Namkung and Jang (2010) that the feasibility of service received by the community can increase the community's satisfaction in civil administration and registration. The study also supports research conducted by Bigne and Blesa (2003), Zboja and Voorhees (2006) and Chen and Chang (2013), increasing community satisfaction can increase public confidence in civil administration and registration.

While the relation of service quality to public trust get p-value value 0.511 and coefficient equal to 0.006 which show positive and insignificant relationship. Service feasibility with public trust obtained a p value of 0.067 and a coefficient of 0.234 indicating a positive relationship is not significant. This result rejects hypothesis 3 and hypothesis 4. The results of this study reject the results of research presented by Chenet *et al.* (2010) that there is no significant relationship between service quality to public trust.

The results of this study also rejected the results of research conducted by Jambulingam *et al.* (2009) and Nikbin *et al.* (2011) that service feasibility has no significant effect on public trust. Differences in research results are due to different research subjects which in previous research conducted on non-public organizations and in this study conducted on public organizations. This shows that non-public organizations have different

Table 4: Test results indirect relationships between variables research

| Relationship between variables | p-values | Information |
|--|----------|-------------|
| Quality of service-community satisfaction-community trust | 0.024 | Significant |
| Service feasibility-community satisfaction-community trust | 0.057 | Significant |

characteristics, besides that research instrument used also differences. The mediation test uses the Sobel test and the results can be seen in Table 4.

The result of the test shows that the p-value of 0.024 and 0.057, this result shows that the satisfaction of society as mediation of service quality to public trust and service feasibility to public trust. This mediation result is a perfect mediation where the service quality and service feasibility directly have no significant relationship. While the quality of service and service feasibility can menghasilkan public confidence through community satisfaction.

CONCLUSION

Satisfaction of the community has an important role in providing services to the people who perform kependudukan kependudukan and civil registration in the city of Jayapura. The high satisfaction of the people who perform the civil administration and registration can build public trust in Jayapura City government in providing services to the community. Improvement of services to people who perform civil registration and civil registration has been done by the Department of Population and Civil Registration Jayapura city government. Improvements have been made with regard to various aspects of service ranging from the arrangement of a comfortable office to the aspects of human resources. The existence of such improvements has been able to provide greater satisfaction to the community, so as to increase public trust to the city government of Jayapura as a whole.

The results of this study have been in accordance with the opinions expressed by Ravald and Gronroos, (1996) and Ring and Van de Ven (1994) that the perceived satisfaction can increase trust. This shows that the satisfaction that has been felt by the community in receiving the services provided can increase public trust to the Department of Population and Civil Registration and as a whole on the Government of Jayapura City. The results of this study indicate that service quality and service feasibility are important components in order for people to obtain services that are in line with good service standards. Good service quality and service feasibility can create community satisfaction in receiving perceived service. Furthermore, from the satisfaction of the community that has been felt to cause great, trust, especially to the Department of Population and Civil Registration of Jayapura City and generally in Jayapura City Government.

LIMITATIONS

This research was conducted in 1 time (cross section), so, it has not been able to give an overall description about service quality, service feasibility, community satisfaction and public trust given by the Department of Population and Civil Registration of Jayapura City. Besides, it has not been able to provide an overall picture of the consistency of the Department of Population and Civil Registration of Jayapura City in providing service quality and service feasibility to the community.

SUGGESTIONS

Research development needs to be done continuous research (longitudinal) of current research, so as to provide comprehensive information about service quality and service kelayakanan, community satisfaction and public confidence in the Department of Population and Civil Registration of Jayapura City.

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