

The Influence of Service Quality Dimensions on Public Satisfaction at the Balusu Sub-district Office, Barru Regency

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Keywords:

Dimensions of Service Quality,
Public Satisfaction.

Abstract

The purpose of this study is to determine the Influence of Service Quality Dimensions on Public Satisfaction at the Balusu District Office, Barru Regency. The analytical methods used in this study are simple linear regression analysis, T test, correlation analysis and determination. The results of the study indicate that the hypothesis of service quality dimensions on public satisfaction is accepted on the basis of the calculated T value of 5.549 which is greater than the T table value of 1.7108 then the results of the correlation coefficient test show that the service quality dimensions on public satisfaction have a strong relationship, then based on the results of the determination test shows that the contribution of service quality dimensions is 54.4% to the public satisfaction variable.

INTRODUCTION

The current digital era is a special concern in the region, especially regarding public services, where the increasing demand for good and satisfying public services to the community has become a need that must be met by institutions, especially government agencies. It should be noted that the government must be able to change poor public services to be better, but currently public administration services are faced with increasingly complex challenges where this condition is an implementation of the increasingly diverse demands of society for public services as per Law No. 25 of 2009, public services are activities or a series of activities in order to fulfill service needs in accordance with statutory regulations for every citizen and resident for goods, services and administrative services provided by public service providers.

Service is defined as the actions or deeds of an individual or organization to provide satisfaction to the public. Public service is all service activities carried out by public service providers as an effort to meet public needs and implement laws and regulations. Meanwhile, existing public services are hampered by a series of limitations both in terms of quantity of instruments and quality. Public administration in its development is required to be able to respond to various challenges from existing public service issues by taking various alternative approaches, one of which is through public administration reform. Public administration reform is carried out in various aspects that surround it. One of the most important aspects to consider in the process of public administration reform is the aspect of service to the community, also known as public service.

Public service is one of the most important tasks for local governments that cannot be ignored, because if the service stagnates, it will almost certainly have an impact on all related sectors, because when referring to government regulations Law number 32 of 2004 concerning regional government, where regional governments are given such broad authority by the central government to regulate their own regional households, including the provision of services to the

community in their regions besides that Public service is a very important thing and is needed by the community in creating orderly administration. Therefore, the quality of service is an important thing that must be done by the government as a public servant. With the existence of good quality public services, it can create satisfaction and a positive image for the government Poltak Pardamean, et al (2020).

As one of the determining aspects of public satisfaction, the dimension of service quality plays an important role in every implementation in government agencies or institutions. This condition is an implementation of the increasingly diverse demands of society, especially in service quality, because it is necessary to know that the public should receive good service in every agency or institution service, thus service quality must be considered in order to increase public satisfaction. Therefore, public satisfaction is a feeling of happiness immediately after carrying out activities according to what is expected. This is also in accordance with what was stated by Kotler in Poltak Pardamean, et al. (2020) satisfaction is a feeling of happiness, pleasure, or joy and sadness over the reality of the service received compared to the expected service. Thus, public satisfaction must be considered through improving service quality.

A sub-district is a part of a district or city area led by a sub-district head in the sub-district who is tasked and responsible for carrying out administrative services at the sub-district level which refers to law number 23 of 2014 concerning regional government. Based on this, the Balusu sub-district office is under the Barru district government. Balusu sub-district where the area of Balusu sub-district based on its geographical position has a northern boundary adjacent to Mallusetasi sub-district, South bordering Barru sub-district, west bordering Soppeng district and east bordering Makassar Strait. In addition, Balusu sub-district has 6 sub-districts/villages whose communities need to be served when carrying out every administrative activity in the Balusu sub-district area, on this basis it is important that the quality of service is improved in order to increase community satisfaction. Based on the author's initial observations, the quality of Balusu sub-district services must be improved in order to increase public satisfaction, so on this basis the author raised the title of the influence of service quality dimensions on public satisfaction at the Balusu sub-district office, Barru district.

METHODS

This research was conducted in 2025 starting from January to June. The location of this research took the object of research at the Balusu District Office, Barru Regency. The type of data used in this research is primary data. The method used is a quantitative method based on the philosophy of positivism, used to research the population of a particular sample, the sampling technique is a saturated sample, data collection uses research instruments, data analysis is quantitative or statistical with the aim of testing the hypothesis that has been set. The data in this study will be tested through several stages of testing starting from regression tests, correlation coefficient tests and determination. , (Sugiyono 2017)

RESULTS AND DISCUSSION

Classical Assumption Test

Normality Test

Test the normality of residuals using the Kolmogorov-Smirnov method, by looking at the significance value. If the significance value is less than 0.05, the data is not normally distributed. If the significance value is more than 0.05, the data is normally distributed.

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		26
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	.98650036
Most Extreme Differences	Absolute	.130
	Positive	.113
	Negative	-.130
Test Statistics		.130
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Results of SPSS 25 data processing

Based on the table above, it can be seen that the significant value of all variables used in this study is 0.200, which is greater than 0.05 ($0.200 > 0.05$), so it can be said to be normally distributed using the Kolmogorov Smirnov test.

Research Analysis Techniques

Simple Linear Regression

The analysis technique used in this study is simple regression analysis. Simple regression analysis is used as a statistical analysis tool because this study is designed to examine the variables that influence the independent variable on the dependent variable, where there is more than one variable used in this study.

Table 2. Regression Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	5,828	2,686		.040
	DIMENSIONS OF SERVICE QUALITY	.713	.129	.750	.000

a. Dependent Variable: PUBLIC SATISFACTION

Source: Results of SPSS 25 data processing

The results of the simple linear regression analysis in the table above are then entered into the simple regression equation model as follows:

$$Y = 5.828 + 0.713X + e$$

The simple linear regression equation above shows that the independent variable (service quality dimension) has a positive relationship with the dependent variable (customer satisfaction). The results of the calculation above can be explained as follows:

- 1) The constant value of 5.828 is positive, meaning that if the service quality dimension variable (X) has a value of 0, then public satisfaction (Y) at the Balusu sub-district office, Barru Regency is constantly 5.828.
- 2) The regression coefficient of the service quality dimension variable (X) is 0.713. This indicates that if the service quality dimension variable (X) has a fixed or constant value and the service quality dimension variable (X) increases by one unit, then the dependent variable (community satisfaction) will increase by 0.713.

Correlation Coefficient and Determination

The correlation test is the overall relationship between independent variables and the dependent variable in a single step. The goal is to evaluate all the relationships between independent variables and the dependent variable without considering the individual contributions of each independent variable. The determination test aims to determine the ability of the independent variables to collectively influence the dependent variable. The relationship between the independent variables and the dependent variable is stronger if the R² obtained approaches one.

Table 3. Results of Correlation and Determination Tests

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.750a	.562	.544	1,007
a. Predictors: (Constant), SERVICE QUALITY DIMENSIONS				

Source: Results of SPSS 25 data processing

Based on the table above, the correlation value obtained between the service quality dimensions is 0.750. Based on the interpretation of the correlation coefficient, a value of 0.750 is included in the strong relationship category, falling within the interval class between 0.60 and 0.799. This indicates that the service quality dimensions can provide a strong relationship to customer satisfaction. The determination test shows a value of *Adjusted R Square* which is a coefficient of determination value of 0.544, meaning that the ability of the independent variable to explain the dependent variable is 54.4% and the remaining 45.6% is explained by other variables not examined in this study.

Discussion

Education on Employee Performance

Based on the results of statistical data processing in this study using simple regression analysis that service quality is an activity carried out through relationships between one individual to another or from one group to another on the basis of ties between service providers and service recipients, the Balusu sub-district office has actually implemented good service to the community so that community satisfaction is considered satisfied when carrying out administration at the sub-district office. This is also in line with research conducted by Poltak

Pardamean, et al (2024) where service quality has a positive influence on community satisfaction at the Dolok Batu Nanggar sub-district office in Simalungun Regency. On this basis, increasing aspects of community satisfaction are greatly influenced by the dimensions of service quality.

CONCLUSION

The service quality dimension has an influence on public satisfaction because the determining aspect of public satisfaction is good service, but the service quality dimension is a benchmark for the success of an agency or institution. Public satisfaction will be measured on how good the quality of service is, according to the regression test in this study, public satisfaction will experience an increase of one unit for each increase in the service quality dimension so that every aspect of service must be guided by every employee at the Balusu sub-district office in order to increase public satisfaction.

The Balusu sub-district office must always evaluate its staff in order to increase public satisfaction. In addition, it is important to refresh every employee activity as a basis for implementing good administrative services to the public in order to increase public satisfaction. In addition, it is important for previous researchers to carry out research with the same variables but different objects for the development of science.

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