

# The Effect of Service Quality Dimensions of District Office Employees on Community Satisfaction

The Effect of Service  
Quality Dimensions

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## ABSTRACT

The purpose of this research is to analyze the influence of service quality dimensions of sub-district office employees on community satisfaction in Sendangijo village, Selogiri District. The type of research used in the research uses quantitative methods. The population in this study were people aged 17-40 years in Sendangijo Village, Selogiri District, totaling 715 people. The sampling technique in this research is non-probability sampling. The number of samples in this study was 107 respondents. The data source for this research is primary data. The data analysis technique in this research uses the Classic Assumption Test, multiple linear regression test, and hypothesis test. The results of the research show that the reliability of sub-district office employees has a positive and significant effect on community satisfaction. The responsiveness of sub-district office employees has a positive and significant effect on community satisfaction. Assurance/guarantees held by subdistrict office employees have a positive and significant effect on community satisfaction. The empathy possessed by subdistrict office employees has a positive and significant effect on community satisfaction. Tangible/physical evidence owned by subdistrict office employees has a positive and significant effect on community satisfaction.

**Keywords:** Dimensions of Service Quality, Village Office Employees, Community Satisfaction

## ABSTRAK

Tujuan dari penelitian ini untuk menganalisis pengaruh dimensi kualitas pelayanan pegawai kantor kelurahan terhadap kepuasan masyarakat di desa Sendangijo Kecamatan Selogiri. Jenis penelitian yang digunakan dalam penelitian menggunakan metode kuantitatif. Populasi dalam penelitian ini adalah masyarakat berusia 17-40 tahun di Desa Sendangijo Kecamatan Selogiri yang berjumlah 715 orang. Teknik pengambilan sampel pada penelitian ini adalah Non-probability Sampling. Jumlah sampel pada penelitian ini adalah 107 responden. Sumber data penelitian ini ialah data primer. Teknik analisis data pada penelitian ini menggunakan Uji Asumsi Klasik, Uji regresi linear berganda, dan Uji hipotesis. Hasil penelitian menunjukkan bahwa Reliability/kehandalan yang dimiliki oleh pegawai kantor kelurahan berpengaruh positif dan signifikan terhadap kepuasan masyarakat. Responsiveness/ daya tanggap yang dimiliki oleh pegawai kantor kelurahan berpengaruh positif dan signifikan terhadap kepuasan masyarakat. Assurance/jaminan yang dimiliki oleh pegawai kantor kelurahan berpengaruh positif dan signifikan terhadap kepuasan masyarakat. Empathy/ empati yang dimiliki oleh pegawai kantor kelurahan berpengaruh positif dan signifikan terhadap kepuasan masyarakat. Tangible/ bukti fisik yang dimiliki oleh pegawai kantor kelurahan berpengaruh positif dan signifikan terhadap kepuasan masyarakat.

**Kata kunci:** Dimensi Kualitas Pelayanan, Pegawai Kantor Kelurahan, Kepuasan Masyarakat

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## **INTRODUCTION**

According to Betaubun et al. (2019), in the administration of the Indonesian government, the sub-district government is a part of the government organization that implements policies determined by a higher level government, as well as providing supervision over the administration of government carried out by subordinate governments. The sub-district is the basis of the smallest government unit of a state government community so it can be said that success in carrying out development depends on the extent of participation of the local community and sub-district government officials in planning the development. Sendangijo Village and Selogiri District are the focus of research as an important part of the local context that influences the quality of sub-district office services. Sendangijo Village is located in Selogiri District, a sub-district that plays a central role in government administration in certain districts. Sendangijo Village has unique characteristics with a heterogeneous population, involving people with various needs and hopes. Selogiri, as a larger sub-district, may have a variety of services and administrative complexity spanning multiple villages, including Sendangijo Village. These sub-districts may also have certain challenges, such as socio-economic, geographic and infrastructure conditions, which can affect public services at the local sub-district office.

An important component in public administration and governance is the quality of service delivery by workers in local government offices. According to Zain et al. (2024), stated that service quality is the expected level of excellence and control over this excellence to meet consumer needs. Evaluation of the quality of service of sub-district office employees is needed to increase community satisfaction. According to Kotler & Keller (2016), satisfaction is a person's (society's) feeling of happiness or disappointment which begins with a comparison between their impressions and the performance or results of a service received and their expectations. According to Sumiati et al. (2023), identified five groups of characteristics used by consumers in evaluating service quality, including: tangible, reliability, responsiveness, assurance, and empathy. A number of studies have examined the influence of service quality on community satisfaction, including research by Sudari et al. (2022) and Fitriyah & Arif (2023), research results show that Tangible evidence, Reliability, Responsiveness, Assurance, and Empathy partially have a positive and significant effect on public satisfaction with the services received. The dimensions of service quality that have the most influence on community satisfaction are the variables responsiveness and empathy. Furthermore, research by Sodik et al. (2022) and Listiyanti & Sulistyawati (2023), show that the quality of public services has a significant effect on community satisfaction at the Marawi Village Office, Tiroang District, Pinrang Regency.

Research conducted by Yusuf et al. (2023) and Soekiman (2023), show that there is a positive and significant influence of the variables tangibles, reliability, responsiveness, assurance, and empathy both partially and simultaneously on the satisfaction of the reporting community at the Tenganan Police, Semarang Police. However, other results were shown by research conducted by Akhirin et al. (2023), which resulted in the conclusion that there is no significant relationship between reliability and community satisfaction, there is a significant positive relationship between responsiveness and community satisfaction, there is a significant negative relationship between assurance and community satisfaction, there is a significant negative relationship between empathy and community satisfaction, and there is a significant positive relationship between physical evidence and community satisfaction. Researchers are interested in analyzing the influence of service quality dimensions of sub-district office employees on community satisfaction in Sendangijo Village, Selogiri District.

## **LITERATURE REVIEW**

According to Kotler & Keller (2016), satisfaction is a person's feeling of happiness or disappointment which begins with a comparison between his impression and the

performance or results of a product and his expectations. According to Ningrum & Isa (2023), satisfaction is the level of feeling after comparing the perceived performance/results with expectations. Furthermore, according to Abror et al. (2020), stated that customer satisfaction is determined by two things, namely complaints and customer expectations regarding the services received from the service provider. Based on the service principles as stipulated in Ministry of State Apparatus Empowerment Decree Number 16 of 2014 concerning Guidelines for Community Satisfaction Surveys (*Survei Kepuasan Masyarakat/SKM*) for the implementation of public services which are used to measure community satisfaction as service users and improve the quality of public service delivery.

According to Kotler & Keller (2016), service is any action or activity that can be offered by a party to another party, which is basically intangible and does not result in any ownership. Consumer service is said to be customer service, namely various activities in all business areas that try to combine the sale of services to meet consumer satisfaction starting from ordering, processing, to providing service results through communication to strengthen cooperation with consumers, the aim of which is to obtain profits (Syah et al., 2016). Based on the Decree of the Minister for Administrative Reform No. 63/KEP/M.PAN/7/2003 concerning General Guidelines for the Implementation of Public Services groups 3 types of services from government agencies and State-Owned Enterprises (*Badan Usaha Milik Negara/BUMN*) / Regional-Owned Enterprises (*Badan Usaha Milik Daerah/BUMD*).

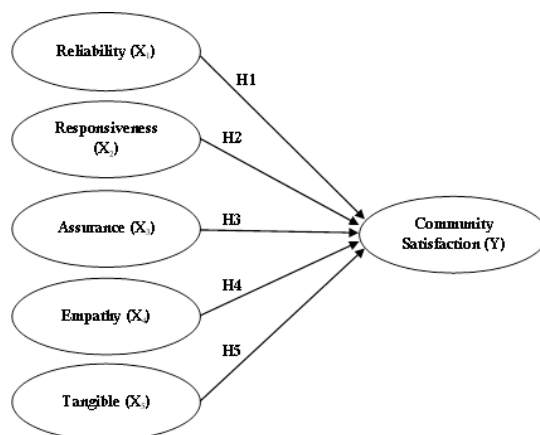


Figure 1. Research Framework

Reliability is the ability of a company (agency) to provide services as promised accurately and reliably. According to Zain et al. (2024), reliability is the company's ability to provide promised services promptly, accurately and satisfactorily. Research conducted by Nagus et al. (2023) and Juniari et al. (2024), states that reliability has a positive and significant effect on people's satisfaction with the services they receive. Supported by research conducted by Sumiati et al. (2023) which states that reliability has a positive and significant effect on PT APJ customer satisfaction. Researcher formulated the first hypothesis in this research, namely:

**H1:** The reliability of sub district office employees has a positive and significant effect on community satisfaction in Sendangijo Village, Selogiri District.

According to Fida et al. (2020), responsiveness is the staff's desire to help consumers and provide responsive service. According to Taan (2020) every employee, in providing forms of service, prioritizes aspects of service that greatly influence the behavior of the person receiving the service, so that the responsiveness of employees is needed to serve the community in accordance with the level of absorption, understanding, and incompatibility of various forms of service. which he didn't know. This requires detailed,

wise explanations, directing, coaching and persuading in responding to all forms of applicable work mechanisms and procedures, so that services receive a positive response and increase public satisfaction. Research conducted by Surapto (2014) states that Responsiveness has a positive and significant effect on people's satisfaction with the services they receive. Supported by research conducted by Akhirin et al. (2023) which states that there is a significant positive relationship between responsiveness (X2) and community satisfaction (Y). Researchers formulated the second hypothesis in this research, namely:

**H2:** The responsiveness of sub district office employees has a positive and significant effect on community satisfaction in Sendangijo Village, Selogiri District.

Assurance is the knowledge, politeness and ability of agency employees to foster customer trust in the agency (Cao et al., 2022). According to Ofosu-Boateng & Acquaye (2020) and Pérez-Morón et al. (2022), every form of service requires certainty regarding the services provided. The form of certainty of a service is determined by the guarantee from the employee providing the service, so that people who receive the service feel satisfied and confident that all forms of service matters carried out will be completed and completed in accordance with the accuracy, speed, smoothness, convenience and quality of the service provided. The government really needs trust in providing services to the community. Research conducted by Sumiati et al. (2023) stated that Assurance has a positive and significant effect on people's satisfaction with the services they receive. Supported research by Meesala & Paul (2018) which states that there is a significant influence of the assurance variable on the satisfaction of the reporting community at the Tenganan Police, Semarang Police. Researchers formulated the third hypothesis in this research, namely:

**H3:** Assurance held by sub district office employees has a positive and significant effect on community satisfaction in Sendangijo Village, Selogiri District.

Empathy is providing sincere and individual or personal attention given to customers (society) by trying to understand the desires of customers (society). According to Balinado et al. (2021) every activity or service activity requires understanding and mutual understanding of assumptions or interests regarding a matter related to service. Services will run smoothly and effectively if every party interested in the service has a sense of empathy in completing or managing or has the same commitment to the service. Research conducted by Sumiati et al. (2023) stated that empathy has a positive and significant effect on people's satisfaction with the services they receive. Supported by research from Betaubun et al. (2019) which states that empathy has a positive and significant effect on the satisfaction of the reporting community at the Tenganan Police, Semarang Police. Researchers formulated the fourth hypothesis in this research, namely:

**H4:** The empathy possessed by sub district office employees has a positive and significant effect on community satisfaction in Sendangijo Village, Selogiri District.

Tangible or physical evidence is the ability of the company (agency) to demonstrate its existence to external parties. According to Kotler & Keller (2016), physical (tangible) evidence includes physical facilities, equipment, employees and communication facilities. Research conducted by Zain et al. (2024) stated that tangible/physical evidence has a positive and significant effect on people's satisfaction with the services they receive. Supported by research conducted by Sumiati et al. (2023) which states that physical evidence has a positive and significant effect on customer satisfaction. Researchers formulated the fifth hypothesis in this research, namely:

**H5:** Tangible/physical evidence held by sub district office employees has a positive and significant effect on community satisfaction in Sendangijo Village, Selogiri District.

### METHOD

The type of research used in the research uses quantitative methods. According to Sugiyono (2016) quantitative research methods can be interpreted as research methods that are based on a positivism approach, used to research certain populations or samples, collect data using research instruments, analyze quantitative or statistical data, with the aim of testing predetermined hypotheses. The population in this study were people aged 17-40 years in Sendangijo Village, Selogiri District, totaling 715 people. The sampling technique in this research is non-probability sampling. The sample used in this research was 15%. So the number of samples in this study was 107 respondents. So, the samples that could become respondents were the people of Sendangijo who visited the sub-district office and sub-district office employees, aged 17-40 years and had visited the sub-district office. This research uses primary data in its preparation. Primary data refers to information obtained directly from the first hand by the researcher regarding the variables of interest for the specific purpose of the study. A closed questionnaire itself means a request for respondents to make choices. Among a series of alternatives that have been provided by researchers Bougie & Sekaran (2017). The data collection method used in this research is by distributing questionnaires to respondents. The questionnaire was created using a Likert scale format with the scale often used in preparing questionnaires being the interval scale. The data analysis technique in this research uses the Classic Assumption Test, multiple linear regression test, and hypothesis test.

### RESULT

The normality test is used to test whether confounding or residual variables have a normal distribution. One way to test normality is by analyzing histogram charts.

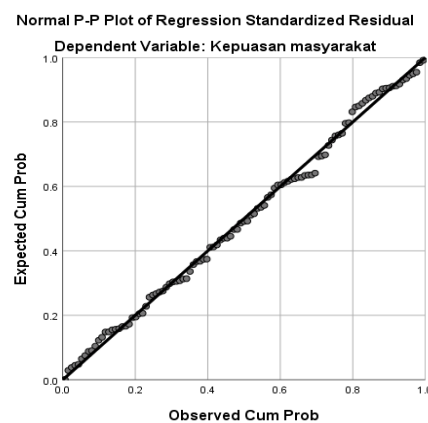


Figure 2. Plot of normality test results

Figure 2 shows that the plotting points always follow and approach the diagonal line. Thus, as a basis for decision making in the normality test of the probability plot technique, it can be concluded that the residual values are normally distributed.

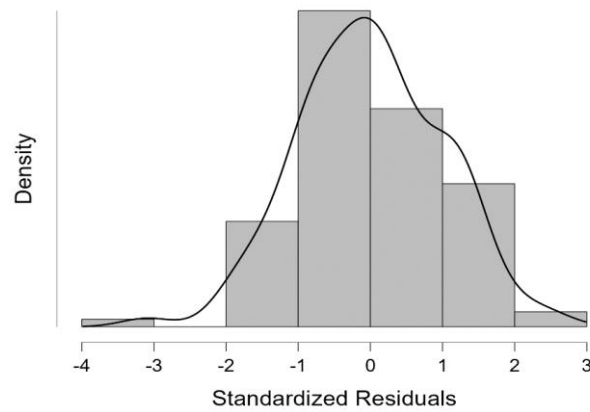


Figure 3. Histogram of Normality Test Results

Figure 3 shows that the histogram depicts a distribution pattern that does not skew to the right and left, but is right in the middle like a bell shape, so these results show that the data is normally distributed. Then the Multicollinearity Test aims to test whether in the regression model a correlation is found between the independent variables. The way to detect the presence of multicollinearity in the regression model is a tolerance value  $< 0.10$  or a VIF value  $> 10$  where multicollinearity occurs and a tolerance value  $> 0.10$  or a VIF value  $< 10$  does not occur multicollinearity.

Table 1. Multicollinearity Test Results

| Variable       | Tolerance | VIF   | Information            |
|----------------|-----------|-------|------------------------|
| Reliability    | 0,796     | 1,257 | Multicollinearity free |
| Responsiveness | 0,929     | 1,077 | Multicollinearity free |
| Assurance      | 0,840     | 1,190 | Multicollinearity free |
| Empathy        | 0,727     | 1,376 | Multicollinearity free |
| Tangible       | 0,877     | 1,140 | Multicollinearity free |

Based on Table 1, it can be seen that all variables have a Tolerance value  $> 0.10$  or a VIF value  $< 10$ , so that multicollinearity does not occur. Then the heteroscedasticity test aims to test whether in a regression model there is inequality of variance from the residual of one observation to another observation.

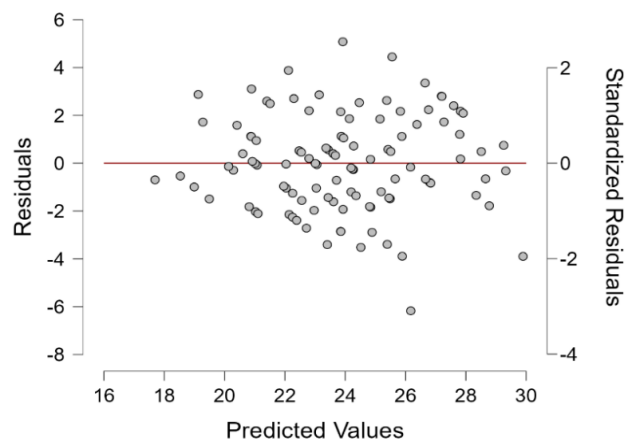


Figure 4. Heteroscedasticity test results

Figure 4 shows that there is no clear pattern and the points spread above and below zero on the Y axis, meaning there is no heteroscedasticity.

**Table 2.** Multiple Linear Regression Results

| Model |                | Unstandardized | Std. Error | Standardized | t      | p      |
|-------|----------------|----------------|------------|--------------|--------|--------|
| H1    | (Intercept)    | 23.916         | 0.321      |              | 74.519 | < .001 |
| H2    | (Intercept)    | -7.768         | 2.679      |              | -2.900 | 0.005  |
|       | Reliability    | 0.509          | 0.098      | 0.350        | 5.218  | < .001 |
|       | Responsiveness | 0.407          | 0.104      | 0.243        | 3.920  | < .001 |
|       | Assurance      | 0.682          | 0.102      | 0.438        | 6.716  | < .001 |
|       | Empathy        | 0.259          | 0.125      | 0.146        | 2.078  | 0.040  |
|       | Tangible       | 0.210          | 0.100      | 0.134        | 2.096  | 0.039  |

Based on the results in Table 2, the regression equation is  $Y = -7,768 + 0,509X_1 + 0,407X_2 + 0,682X_3 + 0,259X_4 + 0,210X_5$ . Based on the multiple linear regression equation, a constant of 7.768 means that if the independent variable (reliability, responsiveness, assurance, empathy, tangible) has a value of 0, then the community satisfaction variable is at a negative value of 7.768, meaning that the influence of these five variables is very important to increase satisfaction. Negative constants are not a problem as long as the regression model that has been tested meets the assumptions (e.g. normality for simple regression) or other classical assumptions for multiple regressions. Apart from that, as long as the slope value is not 0 then there is no need to care about this negative constant. The regression coefficient X1 or reliability of 0.509 shows that each additional unit of reliability will increase community satisfaction by 0.509. The regression coefficient X2 or responsiveness of 0.407 shows that each additional unit of responsiveness will increase community satisfaction by 0.407. The regression coefficient X3 or assurance of 0.682 shows that each additional unit of assurance will increase community satisfaction by 0.682. The regression coefficient X4 or empathy of 0.259 shows that each additional unit of empathy will increase community satisfaction by 0.259. The X5 or tangible regression coefficient of 0.210 shows that each addition of one tangible unit will increase community satisfaction by 0.210.

The result of  $t_{count} = 5.218 > t_{table} = 1.984$ , with a significance of  $0.001 < 0.05$ , then  $H_0$  is rejected so that there is a positive and significant influence of reliability that sub district office employees have on community satisfaction in Sendangijo Village, Selogiri District. Based on the calculation results, the results obtained are  $t_{count} = 3.920 > t_{table} = 1.984$ , with a significance of  $0.001 < 0.05$ , then  $H_0$  is rejected so that there is a positive and significant influence of Responsiveness/responsiveness of sub district office employees on community satisfaction in Sendangijo Village, Selogiri District. The results obtained from  $t_{count} = 6.716 > t_{table} = 1.984$ , with a significance of  $0.001 < 0.05$ , then  $H_0$  is rejected so that there is a positive and significant influence of Assurance/guarantees held by sub district office employees on community satisfaction in Sendangijo Village, Selogiri District. The results obtained from  $t_{count} = 2.078 > t_{table} = 1.984$ , with a significance of  $0.04 < 0.05$ , then  $H_0$  is rejected so that there is a positive and significant influence of Empathy/empathy that sub district office employees have on community satisfaction in Sendangijo Village, Selogiri District. The results of  $t_{count} = 2.096 > t_{table} = 1.984$ , with a significance of  $0.039 < 0.05$ , then  $H_0$  is rejected so that there is a positive and significant influence of tangible/physical evidence owned by sub district office employees on community satisfaction in Sendangijo Village, Selogiri District.

The f test shows whether all the independent variables included in the model have a joint influence on the dependent variable.

**Table 3.** F test results

| Model | F      | P    | R     | R <sup>2</sup> | Adjusted R <sup>2</sup> | RMSE  |
|-------|--------|------|-------|----------------|-------------------------|-------|
| H1    | 35.710 | .001 | 0.000 | 0.000          | 0.000                   | 3.320 |
| H2    |        |      | 0.799 | 0.639          | 0.621                   | 2.044 |

Based on the results of the F Test, it gives an idea of the Sig value. 0.001 or  $< 0.05$  which means significant. reliability, responsiveness, assurance, empathy, tangible possessed by sub-district office employees simultaneously influence community satisfaction in Sendangijo Village, Selogiri District. Then, the t test shows how much

influence one independent variable has on the dependent variable by assuming the other independent variables are constant. Then testing the coefficient of determination is used to measure how far the model's ability to explain variations in the dependent variable.

Based on Table 3, it can be seen that the obtained  $R^2 = 0.639$ , this can be interpreted that 63.9% of the change or variation in Y (community satisfaction in Sendangijo Village, Selogiri District) is due to changes or variations in variable X (reliability, responsiveness, assurance, empathy, tangible). Meanwhile, the remaining 36.1% was due to changes in other variables that were not included in the model.

## **DISCUSSION**

Based on the research results,  $t_{\text{count}} = 5.218 > t_{\text{table}} = 1.984$ , with a significance of  $0.001 < 0.05$ , so it can be concluded that there is a positive and significant influence of reliability/reliability that sub district office employees have on community satisfaction in Sendangijo Village, Selogiri District. The reliability of sub-district office employees influences the satisfaction felt by the community in Sendangijo Village, Selogiri District. These results provide evidence that the reliability of sub-district office employees shown in the form of implementing services according to procedures, services provided on time, employee dexterity in handling complaints and community needs in improving services will greatly influence community satisfaction. The results of this research are in accordance with research conducted by Sumiati et al. (2023) which states that reliability has a positive and significant effect on people's satisfaction with the services they receive. Supported by research conducted by Sodiq et al. (2022) which states that reliability has a positive and significant effect on customer satisfaction.

Based on the research results,  $t_{\text{count}} = 3.920 > t_{\text{table}} = 1.984$ , with a significance of  $0.001 < 0.05$ , so it can be concluded that there is a positive and significant influence on the responsiveness of sub district office employees on community satisfaction in Sendangijo Village, Selogiri District. The responsiveness of sub district office employees influences the satisfaction felt by the community in Sendangijo Village, Selogiri District. These results provide evidence that the responsiveness of sub-district office employees is shown in the form of employee speed in providing services, employee willingness to help with difficulties faced by the community, providing clear information, and accuracy in providing solutions to problems faced by the community, in improving services. will greatly influence community satisfaction. The results of this study are in accordance with research conducted by Zain et al. (2024) stated that Responsiveness/responsiveness has a positive and significant effect on people's satisfaction with the services they receive. Supported by research conducted by Akhirin et al. (2023) which states that there is a significant positive relationship between responsiveness (X2) and community satisfaction (Y).

Based on the research results,  $t_{\text{count}} = 6.716 > t_{\text{table}} = 1.984$ , with a significance of  $0.001 < 0.05$ , so it can be concluded that there is a positive and significant influence of assurance/guarantees held by sub district office employees on community satisfaction in Sendangijo Village, Selogiri District. Assurance/guarantees held by sub district office employees influence the satisfaction felt by the community in Sendangijo Village, Selogiri District. These results provide evidence that assurance/guarantee from sub district office employees is shown in the form of employees having broad insight and knowledge of their duties, employees maintaining the confidentiality of public data, employees being responsible if errors occur, and employees can be trusted in providing services in order to improve services. very influential on community satisfaction. The results of this research are in accordance with research conducted by Taan (2020), Assurance/guarantee has a positive and significant effect on people's satisfaction with the services they receive. Supported by research by Bujang et al. (2020), there is a significant influence of the assurance variable on the satisfaction of the reporting community at the Tenganan Police, Semarang Police.

Based on the research results,  $t_{\text{count}} = 2.078 > t_{\text{table}} = 1.984$ , with a significance of  $0.04 < 0.05$ , so it can be concluded that there is a positive and significant influence of empathy



possessed by sub district office employees on community satisfaction in Sendangjijo Village, Selogiri District. The empathy possessed by sub district office employees influences the satisfaction felt by the community in Sendangjijo Village, Selogiri District. These results provide evidence that empathy from sub-district office employees is shown in the form of employees providing service in a friendly and polite manner, personal service provided by employees to the community, employees are serious when providing services, providing the same service regardless of social status in providing services. Improving services will greatly influence community satisfaction. The results of this study are in accordance with research conducted by Sumiati et al. (2023) stated that empathy has a positive and significant effect on people's satisfaction with the services they receive. Supported by research from Akhirin et al. (2023), empathy has a positive and significant effect on the satisfaction of the reporting community at the Tengaran Police, Semarang Police.

Based on the research results,  $t_{count} = 2.096 > t_{table} = 1.984$ , with a significance of  $0.039 < 0.05$ , so it can be concluded that there is a positive and significant influence of tangible/physical evidence possessed by sub district office employees on community satisfaction in Sendangjijo Village, Selogiri District. Tangible/physical evidence owned by sub district office employees influences the satisfaction felt by the community in Sendangjijo Village, Selogiri District. These results provide evidence that tangible/physical evidence from sub-district office employees is shown in the form of the sub-district office in Sendangjijo, Selogiri District, which has adequate, clean, safe and comfortable facilities, the condition of the existing facilities in the sub-district office in Sendangjijo, Selogiri District, is maintained, the sub-district office employees in Sendangjijo, Selogiri District, having a neat and clean appearance in improving services will have a big influence on community satisfaction. The results of this study are in accordance with research conducted by Sudari et al. (2022), tangible/physical evidence has a positive and significant effect on people's satisfaction with the services they receive. Supported by research conducted by Yusuf et al. (2023) physical evidence has a positive and significant effect on customer satisfaction.

## **CONCLUSION**

Based on the results and discussions, it was found that certain aspects of the behavior and characteristics of village and district office employees have a significant impact on community satisfaction. First, the reliability of village office employees has a positive and significant influence on community satisfaction. This indicates that when employees can be relied upon to consistently and efficiently perform their duties, the community feels more satisfied with the services provided. Second, the responsiveness of district office employees also contributes positively and significantly to community satisfaction. The ability of employees to respond to questions, needs, and issues of the community quickly and effectively can enhance the community's perception of the quality of service provided. Furthermore, the assurance provided by district office employees also has a positive and significant impact on community satisfaction. This assurance includes the certainty and confidence that the services provided will meet or exceed the community's expectations. Empathy shown by district office employees is also an important factor in increasing community satisfaction. The ability of employees to understand and empathize with the experiences or perspectives of the community can strengthen the relationship between the service provider and the community being served. Finally, the tangible evidence provided by district office employees also has a positive and significant impact on community satisfaction. This includes facilities, infrastructure, or documentation that reinforces the community's perception of the quality of service provided. These findings affirm that effective management of village and district offices, considering aspects such as reliability, responsiveness, assurance, empathy, and tangible evidence, can have a significant positive impact on community satisfaction in public services.

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