

# Influence Communication, Commitment and Integrity On Wedding Service Quality at KUA, Cibinong District, Bogor Regency

*Determinant of  
Wedding Service  
Quality*

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Submitted:  
**MARCH 2024**

Accepted:  
**MAY 2024**

## **ABSTRACT**

*This Study This aim For analyze influencing factors quality services at the Cibinong Regency Religious Affairs Office (KUA), Bogor Regency, in particular in context communication, commitment, and integrity lord in serve wedding poor society. Research methods descriptive done with 194 respondents use random sampling method. Analysis results show that communication, commitment, and integrity in a way simultaneous influential significant to quality service. Variable independent the influence as much as 57% quality service, while 27.7% is influenced by factors other. Findings This confirm importance role factors the in increase quality services at KUA..*

**Keywords :** *Quality Service, KUA, Communication, Commitment, Integrity, Poor Communities.*

## **INTRODUCTION**

The Office of Religious Affairs (KUA) has history long as a work unit of the Ministry of Religion. After independence, KUA recognized in a way official through Law no. 22 years 1946 , which regulates registration of marriage, divorce, divorce and reconciliation. Initially, the KUA's authority included various problem civil, however Law no. 1 year 1974 limit scope here, hand over problem divorce to Religious courts. Regulations further, including Presidential Decree no. 45 Years 1974 and No. 30 years 1974 , increasingly set the role of the KUA in manage Islamic religious affairs at the level subdistrict.

Minister of Religion Regulation no. 34 Years 2016 arrange KUA functions, incl marriage services, guidance Islamic society, management documentation, and various service religious guidance. Although Thus, maintenance service the public in Indonesia often get critics Because complicated bureaucracy, costs high, low transparency, and attitude officers who don't responsive. This matter especially visible on the service recording marriage at KUA, which has an impact on trust public to government.

Other data about quality service the public has given reflected in report many complaint community as presented in table 1.

**Table 1 Types and Frequencies Complaint Public December 2001**

Community Problems/Complaints	Frequency
1. Expensive costs	11
2. Long processing time	23
3. Too convoluted	9
4. There are always mistakes	6
5. The officers are not friendly	14
6. Dirty room	8

Source : Research Previous

From the data in table 1, still there is exists complaint or dissatisfaction public will results service, obviously seen that complaint public will show quality services provided.

**JIMKES**

Jurnal Ilmiah Manajemen  
Kesatuan  
Vol. 12 No.3, 2024  
pp. 727 - 734  
IBI Kesatuan  
ISSN 2337 – 7860  
E-ISSN 2721 – 169X  
DOI: 10.37641/jimkes.v12i3.2568

Because, the essence of service public have objective the ending that culminates to enhancement well-being society and improvement quality service received public

Refers to impact significant service This to satisfaction public and quality life in a way overall, research This endeavor give contribution to enhancement maintenance service public at KUA. With handle factors the research This aim For increase quality and efficiency service wedding, so increase trust and satisfaction public.

## LITERATURE REVIEW

### Communication

Communication is an exchange process information For reach understanding together (Tubbs and Moss, 1996). Effectiveness communication is very important in various context, incl service public as provided by the Office of Religious Affairs (KUA). According to Effendy (1993), good communication at KUA ensures that information about procedure wedding be delivered with clear and understood by the partner candidate bride.

### Commitment

Commitment defined as willingness and sincerity individual in carry out tasks (Mathis and Jackson, 2001). In the environment Work like KUA, commitment employees are very important For ensure that services provided in accordance with hope public. Employees who own commitment tall will try For give service best and pay attention need couple who will married (Mowday, Porter, and Steers, 1982). The commitment in the Al-Qur'an is explained in the Al-Qur'an, Surah Al Ahqaaf verse 13, which reads:

خَوْفٌ عَلَيْهِمْ وَلَا هُمْ يَحْزَنُونَ | God willing

Indeed, those who say: "Our Lord is Allah", then they remain *istiqamah* then there is no worry for them and they do not (nor) grieve. (QS Al Ahqaaf: 13)

Commitment this also includes loyalty employee to organization, which in turn can increase quality services provided.

### Integrity

Integrity refers to consistency in appropriate action with moral values and principles (Becker, 1960). In context service public at KUA, integrity is very necessary For ensure that the wedding process taking place with transparent and fair. Ardana (2012) stated that KUA officers who have integrity tall will Act honest and fair in every aspect service wedding, start from administration until implementation marriage contract. Integrity is also important For build trust public against the KUA as governing institution affairs wedding.

### Quality Service

Quality service often be measured from how much Good something organization fulfil expectation its customers (Parasuraman, Zeithaml, and Berry, 1988). In the context of KUA, quality service covers aspect speed, precision, friendliness, and accuracy information provided to partner candidate bride and groom (Zeithaml, 1988). As for base For evaluate something quality service always changed and different. In matter this is what happened consideration is difficulty or convenience consumers and producers inside evaluate quality service contained in table 2

Table 2 Matrix Evaluation Service

Level difficulty manufacturer inside evaluate quality	Level difficulty user inside evaluate quality	
	Low	Tall
Low	<i>Mutual Knowledge</i>	<i>Producer Knowledge</i>
Tall	<i>Consumer Knowledge</i>	<i>Mutual Ignorance</i>

Source : Kieron Walsh, 1991 ( in Public Administration magazine )

Based on description the above, then quality can given understanding as totality from characteristics something products ( goods and/ or services ) that support ability in fulfil need

With such, communication, commitment, and integrity is factors key influences quality service wedding at KUA Cibinong District, Bogor Regency. Existing literature show that enhancement in third aspect This can contribute significant to enhancement quality services provided by KUA.

## METHODS

Based on variables that will researched so method research used For research problem This is method descriptive and verification. As for methods verification is method research that tests hypothesis with method collect data from field. In research This what will be tested ? There is influence communication, commitment and integrity of the principal towards Quality Cibinong District KUA services. Community sample Cibinong District will do it involved in study This as many as 375 people.

**Table 3 Number of Married Couples From January to March 2019**

No	Month	Number of Married Couples
1	January	150
2	Feb	100
3	March	125
<b>Amount</b>		<b>375</b>

Source : KUA District Secondary Data. Cibinong

Study This No done to all people who use services at the Cibinong District KUA, however using random sampling simple (simple random sampling), with big sample determined with using formula slovin is as following :

$$n = \frac{N}{1 + N(d^2)}$$

Information

n : Number of samples desired

N : Amount Population

d 2 : error margin

$$n = \frac{375}{1 + 375(5\%)^2} = \frac{375}{1 + (375 \times 0,0025)} = \frac{375}{1,9375} = 194$$

Based on calculation on with Using an error margin of 5%, this research took a sample size as much 194 people.

For obtain the necessary data two techniques are used data collection, between other : Field Study dan Library Study. Before the data is analyzed moreover first the results data The questionnaire was tested with using Validity Test and Reliability Test, Testing validity done with count correlation between each statement with total score. As for the formula rather than person correlation is as following :

$$r_{xy} = \frac{n\sum xy - \sum x y}{\sqrt{[n\sum x^2 - (\sum x)^2][\sum y^2 - (\sum y)^2]}}$$

**Information :**

r = Coefficient Correlation Pearson

X = Question Item Score

Y = Total Question Score

N = Number Respondent in implementation of instrument trials

Reliability test used For measure level accuracy from precision from possible answer from a number of question. Reliability test according to Sugiyono (2010:354) was carried out For know how much Far results measurement still consistent if done measurement twice or more to the same symptoms with use tool gauge The same.

For see reliability of each instrument used, author use coefficient cronbach alpha (  $\alpha$  ) with use SPSS version 16 facility for type interval measurement. Something instrument said reliable If mark cronbach alpha more big from specified limits namely 0.6 or mark correlation results calculation more big than mark in table.

$$R_{11} = \left( \frac{k}{k-1} \right) \left( \frac{\sum \sigma^2 b}{\sigma^2} \right)$$

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Information :

Where:

R11 = instrument reliability

K = number of questions

$\sigma^2 b$  = number of item variants

$\sigma^2$  = total variance

As for the basics taking decision in reliability testing is as following :

**Table 4. Cronbach's Alpha Reliability Level Assessment**

Alpha Value	Increased Reliability Value
0.81 - 1.00	Very Reliable
0.61 - 0.80	Reliable
0.41 - 0.60	Quite Reliable
0.21 - 0.40	Somewhat Reliable
0.00 - 0.20	Less Reliable

In research This technique data analysis using multiple linear regression, ie technique analysis For know influence variable independent to variable dependent or for raw There is or or not influence of two or more variable free (X) against variable bound (Y ). Deep model study This is :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon$$

Information

Y = Variable Dependent ( Business Education )

a = Coefficient constant

$b_1b_2b_3$  = Coefficient regression

$X_1X_2X_3$  = Variable Independent ( Motivation, Behavior, Beliefs)

$\epsilon$  = Error

## RESULTS AND DISCUSSION

Amount sample in study This is as many as 194 respondents. In section This will outlined in a way descriptive about dissemination of background data behind respondents consisting of from part difference identity, the first is dissemination of data regarding age respondent, type gender and education final.

**Table 5 Characteristics Respondent Based on Age**

No	Age Respondent ( Year )	Amount ( Respondent )	Percentage
1	< 21	40	21%
2	21 – 30	100	52%
3	31 – 40	44	23%
4	> 40	10	5%
	Amount	194	100%

Source : Research Results 2019 Field

**Table 6 Characteristics Respondent By Gender**

No	Gender ( Respondent )	Amount Respondent	Percentage
1	Man	97	50%
2	Woman	97	50%
	Amount	194	100%

Source : Research Results 2019 Field

**Table 7 Characteristics Respondent Based on Last Education**

No	Last education	Amount respondents	Percentage
1	Elementary – Middle School	30	15%
2	SMA/SMK	109	56%
3	S1	50	26%
4	S2-S3	5	3%
	Amount	194	100%

*Source : Research Results 2019 Field*

### Validity test

In research this, on the validity test sample used as many as 194. a instrument study is said to be valid if mark coefficient correlation  $r$  count  $> r$  table.

For  $r$  table with significance 0.05 can be seen in the table under This :

**Table 8 List  $r$  table For  $df = (N-2)$**

$df = (N-2)$	Significance level for a one-tailed test				
$df = (N-2)$	0.05	0.025	0.01	0.005	0.0005
$df = (N-2)$	Significance level for two-tailed tests				
$df = (N-2)$	0.1	0.05	0.02	0.01	0.001
188	0.1197	0.1424	0.1687	0.1865	0.2369
189	0.1194	0.1420	0.1682	0.1860	0.2363
190	0.1191	0.1417	0.1678	0.1855	0.2357
191	0.1188	0.1413	0.1674	0.1850	0.2351
192	0.1184	0.1409	0.1669	0.1845	0.2345
193	0.1181	0.1406	0.1665	0.1841	0.2339
194	0.1178	0.1402	0.1661	0.1836	0.2333
195	0.1175	0.1398	0.1657	0.1831	0.2327
196	0.1172	0.1395	0.1652	0.1827	0.2321
197	0.1169	0.1391	0.1648	0.1822	0.2315
198	0.1166	0.1388	0.1644	0.1818	0.2310
199	0.1164	0.1384	0.1640	0.1813	0.2304
200	0.1161	0.1381	0.1636	0.1809	0.2298

In  $r$  table on is known with respondents totaling 194 respondents For  $df = (N-2)$  then obtained results For respondents is 192. And  $r$  table for 192 with sig ( significance ) 0.05 obtained  $r$  table results is 0.1184.

### Reliability Test

Reliability test done to item question or valid statement

As for the basics taking decision in reliability testing is as following :

**Something variable is said to be reliable if give mark  $\alpha > 0.60$  (Imam Ghazali, 2006).**

**Table 9 Assessment of Cronbach's Alpha Reliability Level**

Alpha Value	Increased Reliability Value
0.81 – 1.00	Very Reliable
0.61 – 0.80	Reliable
0.41 – 0.60	Quite Reliable
0.21 – 0.40	Somewhat Reliable
0.00 – 0.20	Less Reliable

**Table 10 Below is the table for the reliability test on item X1 ( Communication )**

Reliability Statistics	
Cronbach's Alpha	N of Items
,711	10

**Table 11 Below is the table for the reliability test on item X2 ( Commitment )**

Reliability Statistics	
Cronbach's Alpha	N of Items
,769	10

**Table 12 Below is the table for Reliability Test on item X3 ( Integrity )**

Reliability Statistics	
Cronbach's Alpha	N of Items
,797	10

Table 13 Below is the table for the reliability test on Item Y ( Quality Service )

Reliability Statistics	
Cronbach's Alpha	N of Items
,741	32

Based on to four reliability test variables on so can seen the result as following :

Table 14 Reliability Test Results

Variable	Cronbach's Alpha	Information
Communication (X1)	0.711	Reliable/ Consistent
Commitment (X2)	0.769	Reliable/ Consistent
Integrity (X3)	0.797	Reliable/ Consistent
Quality Service (Y)	0.741	Reliable/ Consistent

Source : SPSS Version 16 Processed Data

From table reliability test results on show that question item in questionnaire Communication, Commitment, Integrity and Quality Service is reliable or consistent / able trusted.

### Analysis Regression

Table 15 X1 X2 X3 against Y  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	57,576	9,386		6,135	,000		
X1	1,099	,197	,358	5,588	,000	,911	1,098
X2	,270	,167	,118	1,610	,109	,695	1,439
X3	,503	,165	,226	3,042	,003	,677	1,478

a. Dependent Variable: Y

$$Y = 57.576 + 1.099(X_1) + 0.270(X_2) + 0.503(X_3)$$

Based on the regression model and table 15, results regression multiple can explained as following : 1) Eq multiple linear regression own constant amounting to 57,576. That is, if variables independent (X1, X2, X3) constant, then variable dependent (Y) will increase by 57,576; 2) Coefficient variable X1 is 1.099, which means every increase X1 by 1 unit will cause an increase in Y of 1.099 with assumption variable other constant ; 3) Coefficient variable X2 is 0.27. This means, if X2 increases by 1 unit, then Y will increase by 0.27 with assumption variable free other constant ; 4) Coefficient variable X3 is 0.503. This means, if X3 increases by 1 unit, then Y will increase by 0.503 with assumption variable free other constant ; 5) In between three variable independent, variable X1 ( Communication ) has influence biggest against Y ( Quality Service ).

### Uji t and Uji F

Table 16 t test ( partial )  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1 (Constant)	57,576	9,386		6,135	,000
X1	1,099	,197	,358	5,588	,000
X2	,270	,167	,118	1,610	,109
X3	,503	,165	,226	3,042	,003

a. Dependent Variable: Y

Of three variable independence is included to in the regression model, only variable X2 which is not significant, with probability significance of 0.109 or 10.9%, which is far above 0.05 or 5 %. On the other hand, variable X1 has probability significance is 0.000 or 0%, and variable X3 has probability significance 0.03 or 3%, both more small of 0.05 or 5%. The result is :

1. H0: Communication (X1) has an effect significant to Quality Service (Y).
2. H1: Commitment (X2) no influential significant to Quality Service (Y).
3. H2: Integrity (X3) has an effect significant to Quality Service (Y).

## F test or ( simultaneous )

**Table 17**  
**ANOVA<sup>b</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	5367.202	3	1789.067	25,693	,000 <sup>a</sup>
Residual	13230.412	190	69,634		
Total	18597.613	193			

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

**Table 18 Influence Variable Supporting Other Hypotheses Variable X1 against X2**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	28,663	4,140		6,923	,000
X1	,317	,094	,235	3,357	,001

a. Dependent Variable: X2

**Table 19 Variables X1 to X3**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1 (Constant)	25,857	4,196		6,163	,000
X1	,391	,096	,283	4,088	,000

a. Dependent Variable: X3

**Table 19 Variables X2 to X3**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1 (Constant)	19,125	2,654		7,207	,000
X2	,561	,062	,546	9,029	,000

a. Dependent Variable: X3

## Coefficient Determination (R Square/R 2 )

In Table 17 the F Test Results are known that variable freely (X 1,X 2,X3) respectively together influential significant to variable bound (Y). For that's the coefficient test determination can next.

**Table 20 Coefficient Test Determination (R Square)**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,537 <sup>a</sup>	,289	,277	8,345

a. Predictors: (Constant), X3, X1, X2

Table 20 shows **coefficient correlation ( R )** and **coefficients determination (R square )**. Where is the R value and its relationship between variables independent (X) with variable dependent (Y) is obtained results data processing with mark coefficient correlation of 0.537 or The same with 53.7%. It means connection between variable X ( Communication, Commitment and Integrity ) to variable Y ( Quality Service ) in category influential. Study This involving 194 respondents user service wedding at KUA Cibinong District. From the results tested questionnaire validity and reliability, all data is declared valid and reliable, so can used as reference study.

The t test results ( partial ) show that variables X1 ( Communication ), X2 ( Commitment ), and X3 ( Integrity ) influence Quality Service, with Communication own influence significant biggest. This means good communication from a ruler is very influential quality service wedding.

The results of the F test ( simultaneous ) show that in a way together, Communication, Commitment, and Integrity a ruler influences Quality Service wedding.

Coefficient test results Determination (R Square/R<sup>2</sup>) shows that Communication, Commitment, and Integrity influential to quality service amounted to 53.7%, while 46.3% was influenced by other factors outside the model. This shows that more than 50% quality service wedding influenced by the third variable the.

## CONCLUSION

Instruments used in study This declared valid because all calculated r value more big from r table, whose value is 0.1184. This matter applies For all The variables tested are X1 ( Communication ), X2 ( Commitment ), X3 ( Integrity ), and Y ( Quality Service ). Apart from that, the results of the reliability test show that all instrument reliable or consistent with mark  $\alpha$  For all variable more big of 0.60. With Thus, the data collected can considered legal and acceptable reliable For analysis more carry on.

The results of the t test ( Partial ) show significant results with the probabilities are 0.000 (0%) and 0.03 (3%), respectively more small of 0.05 or 5% which means all three variables have influence significant to quality service, and the F Test ( Simultaneous ) shows that variable independent Communication, Commitment, and Integrity in a way simultaneous own influence significant to Quality Service. Calculated F value is 25,693 with significance 0.000, which is more small from 0.05. This shows that in a way together, third variable the influence Quality Service with significant.

Based on analysis carried out, can concluded that Communication, Commitment, and Integrity the headmaster has significant influence to Quality Service Wedding at KUA Cibirong District, Bogor Regency. Between third variable the, Communication own greatest influence to quality service. This matter show importance good communication from the inner ruler increase quality service wedding.

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