The Influence Of Service Quality On Community Satisfaction At The Religious Affairs Office Of East Banggae District, Majene District

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Abstract

This research aims to determine the effect of service quality on community satisfaction at the Religious Affairs Office (KUA) East Banggae District, Majene Regency. This study uses a quantitative approach. The subjects of this research were people who had interests in the East Banggae District Religious Affairs Office and a sample of 88 people was taken. The data collection method uses a questionnaire. The data analysis technique used is Simple Regression Analysis using statistical calculations via the Statistical Package for the Social Science (SPSS) application. The research results show that Service Quality (X) has a positive and significant effect on community satisfaction (Y), seen from the results of the calculated t value > t table (8.760 > 1.662) and the significant value (0,01 < 0.05).

Keywords: Service Quality, Community Satisfaction

INTRODUCTION

Human Resource Management is the science and art of managing the relationships and roles of the workforce so that they are effective and efficient in helping to realize the goals of the company, employees and society (Hasibuan, 2019:10). In essence, apart from being referred to as individual creatures, humans are also referred to as deep social creatures. His life always requires help from other people to fulfill his living needs. Like services, services can be physical services or administrative services. In this case, the form of service referred to is the public service provided by the government to every citizen of the country.

Service quality is defined as the expected level of perfection and control over that level of perfection to fulfill customer desires, according to Wickof (Zulian Yamit, 2010:47).

Quality service has an important role in shaping community satisfaction. The better the service provided, the higher the satisfaction felt by the community. And if public satisfaction is high, it will generate profits for the business entity or organization providing the service.

According to (Rezha, 2013) states that public satisfaction is the main factor that public service providers must pay attention to, because public satisfaction will determine the success of the government in providing public services, the definition of public satisfaction is often confused with the definition of customer satisfaction or consumer satisfaction, this is only differentiated on who is the provider and what is the motive for providing the service.

Judging from the many public criticisms regarding the declining performance, productivity and motivation of local government employees, there is a shortage of human resources for government employees as responsible service providers. Service involves the community, and the government hopes that both those who provide it and those who receive it are satisfied. This is in line with the modern service model which demands optimal service and

satisfying the community. Service quality is viewed more broadly, taking into account process, environmental and human aspects in addition to results.

The general problem faced by the Office of Religious Affairs is that it has not been able to provide something satisfactory for the people who receive services at KUA, such as the Office of Religious Affairs for East Banggae District, Majene Regency which has not been able to provide satisfactory services, this occurs due to a lack of adequate facilities. to support activities at the KUA and there is a lack of synchronization between the KUA's working mechanisms and the wishes of the community to be served. Facilities and infrastructure relate to what should be available to carry out the KUA's management duties and/or services to the community. This has a great influence on KUA services to the community so that satisfaction appears to the community in general.

RESEARCH METHODS

This type of research is a quantitative approach using primary data sources and secondary data. The population in this research is all 750 people who receive services at the East Banggae District Religious Affairs Office per month. Based on the results of calculations using the Slovin formula with an error rate of 10%, the sample used in this research was 88 respondents. The data collection techniques that will be used in the research are observation, questionnaires and documentation.

RESULTS AND DISCUSSION

1. Respondent Characteristics

Table 1. Respondent Characteristic

No	Gender	Frequency Respondents	Frequency (%)
1	Man	48	54,5%
2	Women	40	45,5%
	Total	88	100%

Primary data sources processed in 2024

It can be described that the characteristics of male respondents dominate in analyzing the influence of service quality on community satisfaction at the Religious Affairs Office, East Banggae District, Majene Regency, where male gender is 48 respondents (54.5%) while gender The female gender is at 40 respondents (45.5%) or is in the lower position than the male gender.

2. Data Quality Test
a. Validity Test

Tabel 2. Validity Test

No	Variable	Item Statement/Question	r count	r table	Information
1.	Service quality	X1.1	0,633	0,176	Valid
		X1.2	0,556	0,176	Valid
		X1.3	0,620	0,176	Valid
		X1.4	0,715	0,176	Valid
		X1.5	0,715	0,176	Valid
		X1.6	0,632	0,176	Valid
		X1.7	0,624	0,176	Valid
		X1.8	0,647	0,176	Valid
		X1.9	0,736	0,176	Valid
		X1.10	0,713	0,176	Valid
		X1.11	0,668	0,176	Valid
		X1.12	0,687	0,176	Valid
		X1.13	0,696	0,176	Valid
		X1.14	0,746	0,176	Valid
		X1.15	0,635	0,176	Valid
2.	Community Satisfaction	Y1.1	0,727	0,176	Valid
		Y1.2	0,732	0,176	Valid
		Y1.3	0,779	0,176	Valid
		Y1.4	0,259	0,176	Valid
		Y1.5	0,757	0,176	Valid
		Y1.6	0,689	0,176	Valid
		Y1.7	0,739	0,176	Valid
		Y1.8	0,703	0,176	Valid
		Y1.9	0,810	0,176	Valid
		Y1.10	0,778	0,176	Valid

Sumber data : IBM SPSS statistic 24

Thus, from the results of table 2 variables (X) Service Quality (Y) Community Satisfaction, after comparing the calculated r and the table r, it is known that all the calculated r values are greater than the table r, which means that all the questionnaire items are declared valid and can be used as a collection tool. data in the research conducted

b. Realiability Test

Table 3. Reliability Test

No	Variabel	Croncbach Alpha	Standard Realiability	Infomation
1.	Service Quality (X)	0,912	0,60	Reliable
2.	Community Satisfaction	0,889	0,60	Reliable

(Data source: IBM SPSS statistic 24)

The table above shows that the Alpha value of variable X is 0.912 and variable Y is 0.889. Based on the reliability coefficient value, it can be concluded that the alpha of variable furthermore.

3. Simple Linear Regression Analysis

Table 4. Simple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefificients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,746	2,739		3,924	<,001
	Service Quality	,448	,051	,687	8,760	<,001

Data Source: IBM SPSS Statistic 24

It is known that the constant value of 10.746 is a constant value which means that if X is considered 0 then it will increase public satisfaction by 10.746%. If the service quality variable increases by 1 (one) unit, it will increase public satisfaction by 0.448 units or 44.8%.

The Partial Test (t) significance test is 0.01, smaller than the standard value of 0.05 and the calculated t value = 8.760, while the t table value is 1.662, from these results it can be concluded that the Service Quality variable has a positive and significant effect on Community Satisfaction at the East Banggae District Religious Affairs Office.

4. Hypothesis Testing
   a. Uji T
       Data analysis using a simple test to determine the influence of service quality on community satisfaction at the Religious Affairs Office, East Banggae District, Majene

Regency. Hypothesis testing in this research uses 2 T test methods, and the coefficient of determination.

The results of the t test in this study can be seen in table 5 as follows:

Table 5. t test results

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,746	2,739		3,924	<,001
	Service quality	,448	,051	,687	8,760	<,001

(Data source: IBM SPSS statistic 24)

Based on the significance value from the ceofficients table, a significance value of 0.01 is obtained which is smaller than the standard value of 0.05 and the calculated t value = 8.760, while the t table value is 1.662, from these results it can be concluded that the Service Quality variable has a positive and significant effect on Satisfaction Community at the East Banggae District Religious Affairs Office.

b. Determination Test

Table 5. Determination Efficiency Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,687[a]	,472	,465	3,85926

(Data Source : IBM SPSS Statistic 24)

Based on the provisions regarding the strength of the influence explained in the previous section, it can be explained as follows:
The R value in table 5 is 0.472 which shows that there is an influence of service quality (X) on community satisfaction (Y) of 47.2%. Meanwhile, the remaining 52.8% was influenced by other factors not explained in this study.

5. Discussion of Research Results
Based on indicator testing using validity tests and reliability tests on respondents' answers, the results show that service quality with indicators (reliability, responsiveness, guarantee, empathy and physical evidence) has a positive and significant effect on public satisfaction with indicators (requirements, systems, mechanisms and procedures, completion time, costs/tariffs, product specifications for types of services, competency of implementers, behavior of implementers, complaint handling, suggestions and infrastructure). This is proven by the results of the t test which found that t count> t table (8.760> 1.662). Statistically it is significant.
From the research results obtained and linked to previous research which is used as reference and comparison material, the results of this research are in line with the results of research conducted by Ahry Ana in 2019 entitled "The Influence of Service Quality on Community Satisfaction in

Bontobangun Village, Selayar Islands Regency)" . The results of the research show that Service Quality has a positive and significant influence on community satisfaction in Bontobangun Village, Selayar Islands Regency. With Sabilatus Salma's research in 2021 with the title "The Influence of Service Quality on Community Satisfaction at the Colombo Satpas, Surabaya City," based on the research results, it shows that service quality has a significant effect on the level of community satisfaction at the Colombo Satpas, Surabaya City.

CONCLUSION

Based on the results of the research and discussion, it can be concluded that the service quality variable has a positive and significant effect on community satisfaction. This means that when service quality is improved it will have an impact on community satisfaction.

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