The Effect Of Public Service Quality On Public Satisfaction With Administrative Services At The Palupi Village Head Office

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ABSTRACT

This study analyzes the effect of public service quality on community satisfaction at the Palupi Village Head Office. The study used a quantitative approach with 90 respondents selected through purposive sampling method. The main instrument is a questionnaire that includes five dimensions of service quality: Tangibles, Responsiveness, Reliability, Assurance, and Empathy. Data analysis was carried out by multiple linear regression. The results showed that all dimensions of service quality have a significant influence on community satisfaction, with the contribution of independent variables amounting to 94.6%. The Empathy variable has the greatest influence, followed by Reliability. This study recommends increasing the professionalism of the apparatus and innovation in administrative services to increase public trust in the government.

INTRODUCTION

Public service is one of the important elements in creating good governance, accountability, and responsiveness to community needs. Public services as all forms of services, both in the form of public goods and public services which in principle are the responsibility and are carried out by central or regional government agencies in the context of efforts to fulfill community needs or in the context of implementing statutory provisions (Nur'aini, 2021).At the kelurahan level, administrative services play a vital role as a link between government and society, where the quality of these services is often a benchmark for the community in assessing overall government performance. The village government as one of the elements of government does not escape the basic concept of services that must be carried out quickly, correctly and safely, because the needs of the community are increasingly numerous and complex. community needs that are increasingly numerous and complex require officials in the region to

always improve professionalism in providing services and quality of performance to the community.(Irawan & Maheri Laksono, 2020).

Based on Law No. 25/2009 Article 1 Paragraph 1, public service is an activity to fulfill the needs of citizens for goods, services, or administrative services according to the rules. The main objective is to create a decent public service system, in accordance with the principles of good governance, and applicable regulations.At the Palupi Village Office, administrative services are part of the main tasks that must be carried out properly given the importance of the village office's role as the frontline in serving the community.according to Priskila (2023) A key function of government is public service delivery, which is a performance indicator at the national and local levels. Public services that focus on the needs of the people are considered to reflect good government management. Quality services provide direct benefits to society and reflect government effectiveness. Service quality provides an impetus for consumers to establish a strong relationship with the institution or agency providing services. This good relationship will allow the service agency to thoroughly understand the expectations of visitors and their needs. Service providers can thus increase visitor satisfaction by maximizing pleasant visitor experiences and minimizing less pleasant visitor experiences. (Listanto, 2019).

In practice, the main goal of public services is to achieve public satisfaction. Consumer satisfaction is a comparison between the expectations that consumers have and the reality or experience they have experienced (Bachri et al., 2023). As the leading government unit that directly interacts with the community, Palupi Village has the responsibility to provide responsive, effective, and efficient services to meet the needs of its citizens. Riyadin (2019) said that many organizations are innovating in increasing community satisfaction. When customers are satisfied, they will be happy to share their positive experiences with others (Hilal & Djatola, 2018). Customer satisfaction is often considered a factor that can make a significant contribution to the success of a company in various aspects (Wahyuningsih & Nurdin, 2010).But on the other hand, the current form of service development makes service quality complicated and difficult to measure, because the visible results are a resultante of various influential factors. Therefore, to achieve quality and good service requires efforts from various parties, in this case the cooperation of each unit that takes a very important role (Adriansyah, Bahri, & Santi, 2017).

As the smallest administrative unit in the Indonesian government system, urban villages have an important role in providing direct services to the community. In Palupi urban village, administrative services are the main task that must be carried out properly because of its position as the frontline of community service. The village government plays a vital role in determining the quality of services (Sari et al., 2024).The implementation of public services must be based on service standards that serve as guidelines to ensure the quality of services that are fast, easy, affordable, and measurable. (Destyarama et al.,2023). Good service quality is not only measured by the luxury of facilities, the completeness of technology and physical appearance, but the attitudes and behavior of employees must reflect professionalism and have a high commitment. (Magfira et al., 2021). In current marketing literature, service quality and user satisfaction are recognized as important factors that influence customer loyalty. (Ponirin et al., 2015). This means that the better the quality of services provided by public agencies, the higher the level of public satisfaction. This satisfaction can ultimately form public trust and loyalty to the public services provided. In other words, public services that are responsive, transparent, and in line with community expectations will encourage them to continue to use and support these services in the future.

Efforts to improve the quality of public services in urban villages require a strategic approach, one of which is to form a service improvement team involving elements of the village government and the community, followed by deliberations to determine priorities for improvement. This focus includes administrative services, public services, and public facilities. (Triachyar et al.,2023). Quality public services not only reflect good governance, but also increase public trust in government.

In the face of the complexity of public services, village governments need to innovate and adapt to meet the increasingly dynamic needs of the community (Riyadin, 2019). With collaborative efforts and a commitment to providing community-oriented services, urban villages can be the spearhead in realizing a transparent, accountable, and efficient government.

Public services at the urban village level, especially at the Palupi Urban Village Office, face various challenges that affect quality and community satisfaction. The often inadequate quality of services, such as delays, convoluted procedures, and lack of professionalism of officials, are the main complaints of the community. This is exacerbated by the low level of community satisfaction due to the gap between expectations and the reality of services received, which ultimately reduces community trust in the government. Without a good data management system, it is difficult for urban villages to provide responsive and timely services, which in turn affects community satisfaction. (Andriani et al., 2024).

Although Law No. 25/2009 has set public service standards that include speed, fairness, and affordability, the implementation of these standards is often inconsistent.. An efficient system not only saves time and resources, but also allows management to identify areas that need improvement. (Ferdinand & Wahyuningsih, 2018).

LITERATURE REVIEW

Quality of Public Service

By definition, public services are a series of actions carried out by the public bureaucracy to meet the needs of the community and offered by one party to another which are basically intangible and do not result in ownership. (Saleh et al.,2024). According to Law Number 25 of 2009 concerning Public Services, public service is an action or series of actions taken in the context of fulfilling service needs for every citizen and resident for goods, services, and / or administrative services provided by public service providers in accordance with statutory regulations. It is also emphasized in paragraph (7), that service standards are benchmarks that are used as guidelines for service providers and references for assessing service quality as obligations and promises of organizers to the community in the context of quality, fast, easy, affordable and measurable services. (Miryam Priskila, 2023).

Service quality has become a decisive factor in maintaining the sustainability of a government bureaucratic organization or corporate organization. Good service and in accordance with the needs of public service users, is very important in an effort to realize customer satisfaction. (Rinaldi, 2012). Providing good service is one of the company's efforts to create satisfaction for its customers. (Kasihta & Sadat, 2020). The definition of service quality which is often referred to as service quality is how far the difference is between reality and the expectations of customers for the services they receive or obtain. Consumer expectations of service quality are strongly influenced by information obtained by word of mouth, the needs of consumers themselves (Adriansyah et al., 2017). Therefore, service quality is basically the level of service quality that is seen from the difference between reality and customer expectations.

Improving the quality of public services is one of the most important issues. This is because on the one hand, public demands for service quality are getting bigger while the practice of service providers has not undergone significant changes. The public demands quality public services at all times, although these demands are often not in line with expectations because public services that have occurred so far are still convoluted, slow, expensive, and tiring. (Rukayat,2017). Service quality is one measure of success in providing guaranteed satisfaction for consumers. Service quality is the best service provided by a person, group or institution that gives satisfaction to customers or the community and in turn that satisfaction will create customer or community loyalty to a person / group / institution that provides that service. (Adriansyah et al., 2017).

Based on the Decree of the Minister of Administrative Reform Number 63 of 2003 concerning general guidelines for the implementation of public services such as service procedures, service requirements, service officer capabilities, service speed, fairness in obtaining services, certainty of service costs, and certainty of service schedules, the government has consequences for improving services in the public service sector. It is expected that government officials throughout Indonesia carry out public services well according to what is expected by the community. (Rukayat,2017). In providing quality services, good public services are produced by good HR performance as well (Wahyuningsih et al., 2022). During decentralization and regional autonomy, the performance of urban village human resources in providing public services is very important. Services that are responsive, fast, clear, and accountable are an increasing need in society. (Saleh et al., 2024).

The quality of administrative services is a measure or standard that describes how well an institution or organization provides administrative services to the community. According to Kotler and Keller (2009: 52) identify that there are five dimensions that consumers use in evaluating service quality known as SERVQUAL, including: Tangibles include physical aspects that support services, such as facilities, equipment, employee appearance, and other supporting facilities, which are assessed based on their ability to create a positive impression and support the smooth running of the service. Responsiveness is the officer's ability to respond to customer needs, questions, or complaints quickly and accurately, showing the agency's proactivity in helping and providing solutions. Reliability reflects the consistency and ability to provide services as promised, on time, and without error, thus building customer trust. Assurance includes competence, politeness, and the ability of employees to provide a sense of security and trust through expertise, credibility, and a friendly attitude. Empathy (Empathy) shows the ability to understand, care, and provide individualized attention to customers, reflecting the officer's efforts to understand the needs and special situations of customers. The dimensions of public service quality are absolutely necessary as a parameter for whether the services provided to the public can satisfy them as service recipients, besides that this indicator also functions as a quality public service parameter so that the quality and guarantees provided by public administrators can be improved. (Hasyim, Purnamasari, & Priyanti, 2021).

Public Satisfaction

Satisfaction is a feeling that results from evaluating what is felt compared to expectations, which is related to the wants and needs of these customers on a product or service. there are two main variables that determine customer satisfaction, namely expectations and perceived performance. If the perceived performance exceeds expectations, then the customer will be satisfied, but if on the contrary, the customer will feel dissatisfied. (Sutomo, 2012). Public satisfaction can be achieved by meeting their needs, so that they feel fully appreciated. Because the community has the highest position in the service, it should be served as well as possible. (Irawan & Maheri Laksono, 2020).

The main objective of public services is community satisfaction. In this case, the community satisfaction survey is one of the benchmarks for government agencies in evaluating services to the community so that the services provided remain excellent. When discussing services, the main essence lies in good quality so that the goals of those who provide and receive services can be achieved optimally. (Sulistiyowati et al., 2022). Harbani Pasolong in Sulistiyowati (2022) said that public satisfaction with public organizations is considered very crucial because it is closely related to the level of trust that the community has. In this case, the better the governance and quality of services provided by the apparatus, the higher the public trust in the institution. The government as a provider of public services needed by the community must be responsible and continue to strive to provide the best service for the improvement of public services. On the other hand, public satisfaction is a benchmark of the success of public services

provided by public service providers, therefore public services must be focused on meeting the needs of the community to the maximum both in terms of quality and quantity. (Rukayat,2017).

Community satisfaction is the main factor that must be considered by public service providers, because community satisfaction will determine the success of the government in providing public services. Community satisfaction is formed from the community's assessment of the performance of the apparatus in serving the community in accordance with their expectations. Various organizations continue to innovate to increase the level of public satisfaction. (Riyadin, 2019). Community satisfaction is a measure of the success of public services, so it is important for the government to provide quality services to build public trust. Public services must be focused on meeting the needs of the community with continuous innovation and quality improvement. Public satisfaction determines the success of public organizations in carrying out their functions.

Context of Administrative Services

Handayaningrat (2002) explains that administration is a process that is generally present in every form of group effort, both in the state and private sectors, civil and military, and on a small and large scale. The essence of administration includes all activities related to managing and structuring a group of individuals who have a division of tasks in order to achieve common goals. In the law of the republic of Indonesia number 23 of 2006 explains population administration as a series of structuring and ordering activities in the issuance of population documents and data through population registration, civil registration, management of population administration information and utilization of the results for public services and development of other sectors, every resident is obliged to provide complete and correct information requested by the village or kelurahan government in the context of filling out population administration. (Kasihta & Sadat, 2020).Administrative services are a form of public service that is the responsibility of the state through the government, which interacts with non-governmental organizations and citizens in meeting the needs of the community for public goods and services at large. (Kadarisman, 2019). In this case, administrative services involve the role of the state through the government in collaboration with non-governmental organizations and citizens. The aim is to meet the needs of society at large, particularly in the provision of public goods and services. This reflects the government's function as a public servant to ensure equitable access to basic needs and improve public welfare. Administrative services at the kelurahan level have specific characteristics, such as involving official documents and interacting directly with the public. According to Law No. 25/2009 on Public Services, administrative services must meet minimum service standards, including transparency, accountability, and effectiveness.

Service Quality to Satisfaction

Quality is closely related to customer satisfaction. Quality encourages customers to build strong and sustainable relationships with companies. In the long run, this relationship allows the company to better understand customer expectations and needs in depth. Thus, the company can increase customer satisfaction, which in turn will foster customer loyalty to companies that are able to provide satisfactory service quality. (Adriansyah, Bahri, & Santi, 2017).

Basically, there are several factors or variables that affect customer satisfaction (Y). However, there are five factors or variables in service quality that will be discussed in this study, namely Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5). Customer satisfaction is influenced by several variables where service quality has a significant influence. It can be seen from the results of this study that measuring service quality on five variables (physical, reliability, responsiveness, assurance and empathy) has a positive effect either simultaneously or partially on customer satisfaction. (Sesunan,2020). And research Simarmata (2018) by using simple linear regression analysis, namely to determine the magnitude of the influence between tangible, reliability, responsiveness, assurance and empathy or service

quality (X) on customer satisfaction (Y). Latoki et al. (2018, p. 103) found that service quality which includes the dimensions of physical evidence, reliability, assurance, responsiveness, and empathy has a significant effect on motor vehicle insurance customer satisfaction. The same thing was also revealed by Sulviandani et al. (2018, p. 265) which shows the significant effect of these dimensions on patient satisfaction at Morowali Hospital.

From the research conducted previously, the hypothesis formed is:

H1: The dimension of tangibles has a positive effect on community satisfaction.

H2: Responsiveness has a positive effect on community satisfaction.

H3: Reliability has a positive effect on community satisfaction.

H4: Assurance has a positive effect on community satisfaction.

H5: Empathy (empathy) has a positive effect on community satisfaction.

Firmansyah & Rosy's research (2021) shows that service quality has a significant impact on community satisfaction. Rezha et al (in Rabaali, 2024) confirmed that the quality of public services, such as the e-KTP service in Depok City, contributes positively to community satisfaction. The same thing was found by Siswadi (2020), which showed a direct positive influence between service quality and satisfaction. Pramono (in Rabaali, 2024) also supports these findings with evidence that service quality simultaneously affects customer satisfaction positively and significantly.and research conducted by Santoso et al. (2023) with the title of the effect of service quality on customer satisfaction in the cibinong srikaya restaurant shows that all service quality variables (variable X) in this study simultaneously affect customer satisfaction (variable Y). service quality has a positive and significant effect on customer satisfaction. (Indriany et al., 2022).From the research conducted previously, the hypothesis formed is:

H6: Service quality has a simultaneous effect on community satisfaction.

Figure 1.Research Framework
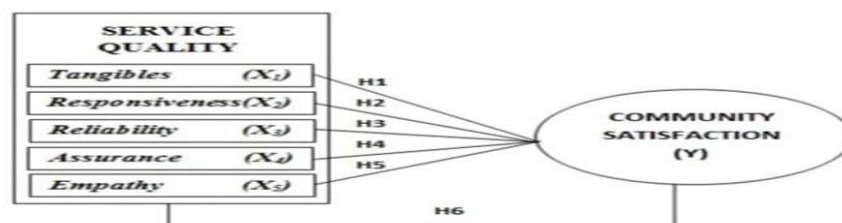
Source: Data processed, 2025

METHODS

This study uses a quantitative approach that aims to measure the relationship between public service quality and community satisfaction at the Palupi Lurah Office.Quantitative research is defined as a systematic investigation of phenomena by collecting data that can be measured by performing statistical, mathematical or computational techniques (Abdullah et al., 2022).Survey method is applied to describe service quality and analyze its effect on community satisfaction. The research population is people who have used administrative services at the Palupi Village Head Office, with the sample selected using nonprobability sampling method through purpasive sampling technique.Purpasive sampling is a sampling technique with certain considerations (Abdullah et al., 2022).Therefore, there are certain criteria that researchers consider relevant to the research topic, namely based on the criteria, (1) age over 17 years (2) experience receiving administrative services at least once.

The main research instrument is a structured questionnaire consisting of demographic data of respondents and statements related to the five dimensions of service quality (direct evidence, responsiveness, reliability, assurance, and empathy) and community satisfaction, with a questionnaire measurement scale using a Likert scale. According to Siregar (2016: 138) the

Likert scale is a scale that can be used to measure a person's attitudes, opinions and perceptions about a particular object or phenomenon, namely number 1 indicates Strongly Disagree (STS), number 2 indicates Disagree (TS), number 3 indicates Disagree (KS), number 4 indicates Agree (S) and number 5 indicates Strongly Agree (SS).The questionnaire instrument was tested for validity and reliability before use. The validity and reliability tests used IBM SPSS Statistics software to ensure each item was able to measure what it was supposed to measure.

The sample is part of the number and characteristics possessed by the population (Abdullah et al., 2022).Sugiyono (2017: 91) provides suggestions on sample size for research, namely: if the research will perform multivariate analysis (correlation / multiple regression for example), then the number of sample members is at least 10 times the number of variables studied. For example, there are 5 research variables (independent + dependent), then the number of sample members = 10 x 5 = 50, Sugiyono (2017: 91). The number of variables in this study are 6 variables consisting of independent variables (physical evidence, reliability, assurance, responsiveness and empathy) and the dependent variable (customer satisfaction). Then the number of samples determined by the researcher 15 x 6 = 90 respondents. Data analysis was carried out using multiple linear regression with the Regression approach using the help of IBM SPSS Statistics software.

RESULTS

Validity Test

The data validity test is a test of the data measured precisely to test how well the instrument device is measured. Based on the opinion of Ghozali (in Cynthia et al, 2022) that the measurement determined to measure whether or not a data is valid is if r-count is greater than r-table, it can be said to be valid. In addition, if the sig value <0.05, the instrument can be said to be valid.

Table 1.Validity Test

Correlations		Y1	Y2	Y3	Y4	Y5	TOTAL
X1.1	Pearson Correlation	.388**	.266*	.455**	.398**	.363**	.621**
	Sig. (2-tailed)	<.001	.010	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92
X1.2	Pearson Correlation	.530**	.477**	.532**	.498**	.403**	.701**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92
X1.3	Pearson Correlation	.539**	.476**	.431**	.551**	.369**	.657**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92
X2.1	Pearson Correlation	.648**	.431**	.467**	.442**	.309**	.697**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	.003	<.001
	N	92	92	92	92	92	92
X2.2	Pearson Correlation	.625**	.521**	.554**	.558**	.538**	.788**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92
X2.3	Pearson Correlation	.601**	.565**	.460**	.428**	.397**	.779**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92
X3.1	Pearson Correlation	.605**	.523**	.484**	.576**	.449**	.741**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001

	N	92	92	92	92	92	92
X3.3	Pearson Correlation	.508**	.493**	.529**	.435**	.380**	.742**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92
X4.1	Pearson Correlation	.471**	.563**	.542**	.547**	.449**	.824**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92
X4.2	Pearson Correlation	.464**	.393**	.602**	.483**	.423**	.760**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92
X4.3	Pearson Correlation	.508**	.488**	.585**	.522**	.370**	.777**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92
X5.1	Pearson Correlation	.547**	.572**	.492**	.457**	.424**	.794**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92
X5.2	Pearson Correlation	.576**	.437**	.438**	.433**	.378**	.776**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92
X5.3	Pearson Correlation	.651**	.451**	.511**	.511**	.506**	.762**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92
Y1	Pearson Correlation	1	.538**	.551**	.651**	.540**	.753**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92
Y2	Pearson Correlation	.538**	1	.632**	.641**	.625**	.738**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92
Y3	Pearson Correlation	.551**	.632**	1	.756**	.670**	.770**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	92	92	92	92	92	92
Y4	Pearson Correlation	.651**	.641**	.756**	1	.741**	.757**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	92	92	92	92	92	92
Y5	Pearson Correlation	.540**	.625**	.670**	.741**	1	.681**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	92	92	92	92	92	92
TOTAL	Pearson Correlation	.753**	.738**	.770**	.757**	.681**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	92	92	92	92	92	92
X3.2	Pearson Correlation	.465**	.536**	.565**	.516**	.447**	.800**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001
	N	92	92	92	92	92	92

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Source: Data processed, 2025

Based on the validity test results, it is found that each indicator has a valid correlation with the total construct score of each variable. This is indicated by the r-count value which is greater

than r-table (0.207) and the significance value which is below 0.05. Thus, all statement items are declared valid.

Reliability Test

Reliability test is a statistical procedure used to measure the consistency or stability of a research instrument. according to Aldo Leonardo et al.,(2021) Reliability is a measure of the level of trust in a measuring instrument, meaning that if an instrument is used repeatedly to measure the same thing, the results are relatively stable. The reliability instrument in this study was measured by looking at the Cronbach's alpha value.

A construct or variable is said to be reliable if it provides a Cronboach Alpha value> 0.60. Cynthia et al. (2022)

Table 2.Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.959	20

Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	80.4891	78.714	.647	.958
X1.2	80.3261	79.167	.734	.957
X1.3	80.3696	78.917	.688	.958
X2.1	80.3804	77.601	.714	.957
X2.2	80.4239	77.719	.795	.956
X2.3	80.3696	78.060	.771	.957
X3.1	80.3261	78.486	.726	.957
X3.2	80.4239	77.236	.772	.957
X3.3	80.3370	77.501	.670	.958
X4.1	80.3913	77.603	.782	.956
X4.2	80.2717	78.706	.725	.957
X4.3	80.2500	78.805	.756	.957
X5.1	80.3587	78.606	.788	.957
X5.2	80.2717	78.728	.747	.957
X5.3	80.2826	78.952	.730	.957
Y1	80.3696	79.027	.725	.957
Y2	80.2283	79.343	.668	.958
Y3	80.2826	78.623	.714	.957
Y4	80.2826	79.194	.706	.957
Y5	80.3043	79.467	.604	.959

Source: Data processed, 2025

Based on the reliability test results, the Cronbach's Alpha value exceeds 0.60. Thus, all statement items are declared to have met the reliability criteria and it can be concluded that the instrument is reliable.

Classical Assumption Test

Classical assumptions are a series of conditions that must be met in a linear regression model so that the resulting estimates are valid and reliable. The classical assumption test is a prerequisite test that is carried out before conducting further analysis. (Yusuf, 2024).

Normality Test

The normality test aims to determine whether in the regression model, confounding or residual variables both have a normal distribution or not. The Normality Test on the regression

model is used to test whether the Residual value resulting from regression is normally distributed or not. A good regression model is if the residual value is normally distributed. (Yusuf, 2024). Statistical analysis was performed using the Kolmogorov-Smirnov test.
1. the Asymp Sig 2-tailed value> 0.05, then the residual data value is normally distributed.
2. If the 2-tailed Asymp Sig value <0.05, then the residual data value is not normally distributed.

Table 3.Normality Test

One-Sample Kolmogorov-Smirnov Test				Unstandardized Residual
N				92
Normal Parameters[a,b]	Mean			.0000000
	Std. Deviation			.48902131
Most Extreme Differences	Absolute			.083
	Positive			.077
	Negative			-.083
Test Statistic				.083
Asymp. Sig. (2-tailed)[c]				.149
Monte Carlo Sig. (2-tailed)[d]	Sig.			.121
	99% Confidence Interval	Lower Bound		.112
		Upper Bound		.129

a. Test distribution is Normal.
b. Calculated from data.
Source: Data processed, 2025

From the test results in table 5, it can be seen that the Kolmogorov Smirnov value is Asymp significance 0.149. The results of this study indicate that the significance of 0.456> 0.05 means that the residual data is normally distributed.

Multicollinearity Test

Multicollinearity test is conducted to test whether there is a correlation between the independent variables in the regression equation If the independent variables are correlated, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation value between fellow independent variables is equal to zero. (Wisudaningsi et al., 2019). Based on the Variance Inflation Factor (VIF) and tolerance rules with the following criteria: Tolerance value, the outoff value that is commonly used to indicate the presence of multicornealities is a tolerance value <0.10.

1) If the VIF exceeds 10 or the tolerance is less than 0.10, it is stated that there are symptoms of multicollinearity.
2) If the VIF value is less than 10 or the tolerance is more than 0.10, it is stated that there are no multicollinearity symptoms.

Table 4.Multicollinearity Test

Coefficients[a]		Collinearity Statistics	
Model		Tolerance	VIF
1	Constant		
	Tangibles	.414	2.413
	Responsiveness	.257	3.889
	Reliability	.279	3.586
	Assurance	.647	1.546
	Empathy	.286	3.498

Source: Data processed, 2025

Based on table 6, it can be seen that the Direct Evidence variable (X1) has a tolerance value of 0.414 and a VIF value of 2.413, the Responsiveness variable (X2) has a tolerance value of 0.257 and a VIF value of 3.889, the Reliability variable (X3) has a tolerance value of 0.279 and a VIF of 3.586, the Guarantee variable (X4) has a tolerance value of 0.647 and a VIF value of 1.546, and

the Empathy variable (X5) has a tolerance value of 0.286 and a VIF value of 3.498, which means that all samples in this study have a tolerance value ≥ 0.10 and VIF ≤ 10.00 so it can be concluded that the regression model in this study does not have multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance of the residuals from one observation to another is constant, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is one that is homoscedasticity or does not occur heteroscedasticity Homoscedasticity is the equality of variance of the residuals. The way to detect the presence or absence of heteroscedasticity is to look at the results of the SPSS output through the Scatterplot graph between the predicted value of the dependent variable, ZPRED, and its residuals SRESID. (Wisudaningsi et al., 2019). The basis for analysis using the scatterplot graph is:

a) If there is a certain pattern such as the existing points forming a certain regular pattern (wavy, widening, then narrowing), it indicates that heteroscedasticity has occurred.
b) If there is no clear pattern and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity. (Wisudaningsi et al., 2019).

Figure 2. Heteroscedasticity test
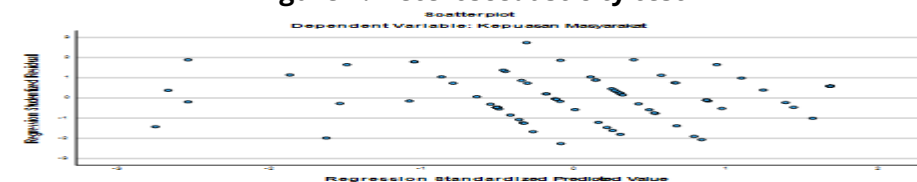
Source: Data processed, 2025

The results of the heteroscedasticity test from Figure 2. show that the scatterplot graph between SRESID and ZPRED shows a distribution pattern, where the points spread above and below 0 on the Y axis. And the points do not form a certain pattern, it can be concluded that the regression model does not have heteroscedasticity problems.

Coefficient of Determination (R²)

The coefficient of determination (R^2) measures how large a proportion of the variation in the dependent variable can be explained by the independent variables in the model. The coefficient of determination test is carried out by looking at the adjusted R2 value. A small coefficient of determination (adjusted R 2) means that the ability of the independent variables to explain the variation in the dependent variable is very limited, while a value close to 1 means that the independent variables can provide all the information needed to predict the dependent variation. (Herlambang & Komara, 2022).

Table 5.Test Coefficient of Determination (R²)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.972[a]	.946	.943	.503
a. Predictors: Constant, Empathy, Assurance, Tangibles, Reliability, Responsiveness				
b. Dependent Variable: Public Satisfaction				

Source: Data processed, 2025

Based on the coefficient of determination test, that this study has a coefficient of determination (adjusted R 2) of 0.943 which means that the contribution of the independent variables consisting of Responsiveness, Reliability, Direct Evidence, Assurance and Empathy can affect the dependent variable of Community Satisfaction by 94.3% and the remaining 5.7% is influenced by other factors not discussed in this study.

Multiple Linear Regression Test

Multiple Linear Regression Analysis is a statistical analysis technique used to understand the relationship between one dependent variable (Y) and two or more independent variables. The goal is to build a regression model that can be used to predict the value of the dependent variable based on the value of the independent variable. Multiple linear regression is a regression that has more than one independent variable. Multiple linear regression analysis techniques can be used to determine the joint influence between independent variables on the dependent variable. (Rabaali, 2024).

The model used for multiple regression analysis is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e \text{ Keterangan :}$$

Y : Consumer Satisfaction
α : Constant
β : Regression coefficient of the independent variable
X1 : Tangibles
X2: Responsiveness
X3**:** Rreliability
X4: Assurance
X5: Empathy
e : Error

Table 6 Multiple Linear Regression Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
	(Constant)	2.023	.472		11.282	.001
	Tangibles.X1	.299	.051	.228	5.850	.001
	Responsiveness.X2	.184	.060	.151	3.039	.003
	Reliability.X3	.719	.059	.579	12.173	.001
	Assurance.X4	.332	.030	.348	11.124	.001
	Empathy.X5	.400	.065	.289	6.154	.001

From the calculation of the multiple linear regression test results above, the following equation is obtained: Y = 2.023 = 0.299 (X1) + 0.184 (X2) + 0.719 (X3) + 0.332 (X4) + 0.400 (X5). Based on the regression equation above, it can be explained as follows:

1. The constant value of 2.023 is positive, indicating a unidirectional change. This means that if the variable Direct evidence (Tangibles).X1, Responsiveness (Responsiveness), X2, Reliability (Reliability).X3, Assurance (Assurance).X4, Empathy (Empath).X5 is equal to zero, the Community Satisfaction variable will remain 2,023.
2. The coefficient value of X1 of 0.299 means that every one unit increase in the direct evidence variable (Tangibles).X1 will increase public satisfaction by 0.299, if other variables remain.
3. The X2 Coefficient value of 0.184 means that every one unit increase in the Responsiveness variable, X2 will increase Community Satisfaction by 0.184, if other variables are constant.

4. The coefficient value of X3 of 0.719 means that every one unit increase in the Reliability variable X3 will increase Community Satisfaction by 0.719, if other variables remain.
5. The coefficient value of X4 of 0.332 means that every one unit increase in the Assurance variable, X4 will increase Community Satisfaction by 0.332, if other variables remain.
6. The coefficient value of X5 of 0.400 means that every one unit increase in the Empathy variable (Empath).X5 will increase Community Satisfaction by 0.400, if other variables remain.

Test t (Partial Test):
      The t test is used to assess the significance of the effect of each independent variable on the dependent variable individually. If the Sig value> 0.05 then H0 is accepted and if the Sig value <0.05 then H0 is rejected. (Yusuf, 2024). After the tcount is obtained, the variables of responsiveness, reliability, direct evidence, assurance and empathy on customer satisfaction. To find out the ttable value, the equation is used and see the significant value as follows:
a. If tcount> t table then Ho is accepted and H1 is accepted, this means that the independent variable (free) partially has a significant effect on the dependent variable (bound).
b. If t count < t table then Ho is rejected and H1 is rejected, then this means that the independent variable (independent) partially has no significant effect on the dependent variable (bound).
c. If the significant value <0.05, the independent variable (independent) has a significant effect on the dependent variable (dependent).
d. If the significant value> 0.05 then the independent variable (independent) has no significant effect on the dependent variable (bound).

Table 7. t test

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.023	.472		11.282	.001
	Tangibles .X1	.299	.051	.228	5.850	.001
	Responsiveness .X2	.184	.060	.151	3.039	.003
	Reliability .X3	.719	.059	.579	12.173	.001
	Assurance .X4	.332	.030	.348	11.124	.001
	Empathy .X5	.400	.065	.289	6.154	.001

Source: Data processed, 2025

      From the results of table 8. The t-test above can be explained as follows:
1) The statistical results of the t test for the direct evidence variable (Tangibles) obtained the t value of 5.850 and t table 1.663 (df = 86) with a significance level of 0.001, because t count> t table (5.850> 1.663), and the significant value is less than 0.05 (0.001 <0.05), then H1 is accepted. This means that the direct evidence variable (Tangibles) X1, has a significant effect on the public satisfaction variable.
2) The statistical results of the t test for the responsiveness variable (Responsiviness) obtained the t value of 3.039 and t table 1.663 (df = 86) with a significance level of 0.003, because t count> t table (3.039> 1.663), and the significant value is less than 0.05 (0.003 <0.05), then H2 is accepted. This means that the responsiveness variable (Responsiveness) X2, has a significant effect on the public satisfaction variable.
3) The statistical results of the t test for the reliability variable (Reliability) obtained the t value of 12.173 and t table 1.663 (df = 86) with a significance level of 0.001, because t count> t table

(12.173> 1.663), and the significant value is less than 0.05 (0.001 <0.05), then H3 is accepted. This means that the reliability variable (Reliability) X3, has a significant effect on the public satisfaction variable.

4) The statistical results of the t test for the assurance variable (Assurance) obtained the t value of 11.124 and t table 1.663 (df = 86) with a significance level of 0.001, because t count> t table (11.124> 1.663), and the significant value is smaller than 0.05 (<0.001 <0.05), then H4 is accepted. This means that the assurance variable (Assurance) X4, has a significant effect on the public satisfaction variable.

5) The statistical results of the t test for the empathy variable (Empathy) obtained the t value of 6.154 and t table 1.663 (df = 86) with a significance level of 0.001, because t count> t table (6.154> 1.663), and the significant value is smaller than 0.05 (0.001 <0.05), then H5 is accepted. This means that the empathy variable (Empathy) X5, has a significant effect on the public satisfaction variable.

F Test (Simultaneous Test)

The F test is used to assess the significance of the influence of the independent variables together on the dependent variable. The F test results are used to see how significant the influence of the independent variables simultaneously on the dependent variable or to test whether the regression model we made is good / significant or not good / insignificant. (Herlambang & Komara, 2022).

The F test can be found by looking at the Fcount from the annova table. Testing is carried out using a significance level of 0.05 (α = 5%). Service quality and product quality variables on customer satisfaction. To find out the value of the F table, the equation is used and see the significant value as follows:

a. If the value of F count> F table then the independent variables simultaneously affect the dependent variable

b. If the value of F count < F table then the independent variables simultaneously have no effect on the dependent variable

c. If the significant value <0.05 then the independent variable (free) has a significant effect on the dependent variable (bound).

d. If the significant value> 0.05 then the independent variable (independent) has no significant effect on the dependent variable (bound).

Table 8. F Test (Simultaneous Test)

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	378.890	5	75.778	299.464	.001[b]
	Residual	21.762	86	.253		
	Total	400.652	91			
a. Dependent Variable: Kepuasan Masyarakat						
b. Predictors: Constant, Empathy, Assurance, Tangibles, Rreliability, Responsiveness						

Source: Data processed, 2025

From the results of the calculation of SPSS 30.0 in the table (F test), the calculated F value is 299.464> F table 2.32 and a significant value of 0.001 <0.05. Thus it can be concluded that Ho is rejected and H6 is accepted, namely Tangibles, Responsiveness, Reliability, Assurance, Empathy, together have a significant / simultaneous effect on community satisfaction.

DISCUSSION

Based on research, the quality of public services at the Palupi Village Head Office has a significant influence on the level of community satisfaction. This study uses five dimensions of service quality (Tangibles X1, Responsiveness X2, Reliability X3, Assurance X4, Empathy X5), all of which are proven to affect the level of community satisfaction both partially and simultaneously. The results of the analysis show that reliability has the greatest influence on community satisfaction, followed by empathy and responsiveness. This confirms the importance of consistency in service, understanding people's needs, and responding quickly to their requests.

However, there are also some obstacles, such as complaints about procedures that are considered complicated, lack of innovation, and the use of technology that has not been maximized. This shows the need to develop strategies that focus more on efficiency and innovation in administrative services.

CONCLUSION

The quality of public services has a close relationship with the level of public satisfaction, where each dimension in the service makes a significant contribution to public perceptions and experiences. In this case, the reliability dimension or X3 is the dominant factor that most influences public satisfaction, followed by empathy X5 and responsiveness X2. All three play an important role in shaping the quality of interaction between the public and public service providers. However, in its implementation, there are still obstacles where the services provided have not fully met the expectations of the community, which in turn has an impact on reducing the level of satisfaction. This condition shows the need for comprehensive improvement efforts to improve service quality. Quality public services not only have an impact on increasing public satisfaction, but are also able to strengthen public trust in the government as a service provider, thus creating a more positive and constructive relationship between the two.

SUGGESTION

To improve the quality of public services and public satisfaction, various strategic efforts are needed that focus on internal strengthening and system optimization. One of the main steps is to increase the professionalism of the apparatus, which can be done through training that emphasizes aspects of reliability, responsiveness, and empathy in service. In addition, the use of technology is also an important factor, such as the use of digital-based data management systems that can speed up and simplify the service process, making it more efficient and responsive to community needs. Another important effort is the simplification of administrative service procedures to reduce waiting times and minimize public complaints related to bureaucratic complexity. In order to improve the efficiency and effectiveness of services, village governments can also adopt community-based innovations and encourage active collaboration with residents in service planning and evaluation. Finally, regular monitoring and evaluation, especially through community satisfaction surveys, is an important basis for assessing service performance and as a foothold in making continuous improvements.

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