



The Effect of Service Innovation on Public Satisfaction at the Office of Population and Civil Registration of Pekanbaru City

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ABSTRACT

The purpose of this study was to determine the effect of service innovation on public satisfaction at the Population and Civil Registration Office of Pekanbaru City. The sample in this study was the community at the Population and Civil Registration Office of Pekanbaru City totaling 100 people. The data analysis used was validity test, reliability test, normality test, heteroscedasticity test, simple linear regression, determination coefficient test and partial test (t test). Based on the results of the study, it is known that the determination coefficient of the Service Innovation variable as a whole has an influence of 57.5% on Public Satisfaction while the remaining 42.5% is influenced by other factors not studied by the author. The results of the hypothesis test show t count (11,514) > t table (1.984) with sig 0.000 < sig 0.05, so it can be concluded that there is a significant influence on Service Innovation on Public Satisfaction at the Population and Civil Registration Office of Pekanbaru City.

Keywords: Service Innovation, Community Satisfaction

Fields: Marketing, Human Resource, Management

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SDGs: Quality Education (4); Decent Work and Economic Growth (8); Peace, Justice and Strong Institutions (16)

INTRODUCTION

Public service is the government's obligation as the main driver of a nation's progress and is carried out by government organizations, both central, provincial, and state-claimed efforts (Saputro et al., 2022). Government services can be in the form of services or goods. The public is currently increasingly open in providing analysis and reactions to public services. Based on this, the substance of service has an important role in controlling and focusing all actions of aid organizations to achieve the expectations desired by the community as recipients of service benefits, as explained in Law of the Republic of Indonesia No. 25 of 2009 concerning Public Services. As an effort to improve public services, government officials must pay attention to public satisfaction which is a benchmark for optimizing public service performance (Junaedi et al., 2023) as explained in the Regulation of the Minister of Empowerment of State Apparatus and Reform and Bureaucracy Number: Permenpan RB / 14/2017 (Kemenpan, 2017).

Innovation or further development is an action that combines all new interactions from the creation and management of offerings, preferably through previously accessible interactions (Renaldo, Junaedi, et al., 2024). According to Adypurnawati & Hariani (2019), service innovation can be described as a form of service or service process based on the use of technology and methodical techniques (Goh et al., 2022). According to Atmaja et al., (2019) namely the public is happy with the service innovation provided by the organization. According to Roberto et al (2019) namely service innovation is the main factor in measuring public satisfaction.

The word satisfaction comes from the Latin word *statis*, meaning good enough or *factio* is interpreted as an effort to fulfill something. Public satisfaction is a very important factor and determines the success of a business entity because the public is the consumer of the products it produces. According to Tjiptono and Candra (2018) satisfaction can be interpreted as an effort to fulfill something or make something adequate. Public satisfaction can only be achieved by providing quality services. Good service is often assessed by the public directly from the service provider, namely the government, therefore efforts are needed to improve the quality of the service system provided in order to meet the desires and increase public satisfaction.

It can be concluded that service innovation is very important for the progress of an agency where an agency will be well known by the public if the public believes that the services provided will meet or exceed expectations. Thus, public satisfaction is a measure that can improve agency performance after providing services expected by the public (H. P. Panjaitan et al., 2023). The Population and Civil Registration Service of Pekanbaru City is one of the Pekanbaru city government agencies located at Jl. Jendral Sudirman, Pekanbaru which is located in the Pekanbaru City Public Service Mall (MPP) complex which is an element of implementing regional autonomy in the field of population administration and civil registration. The Population and Civil Registration Service is led by a head of service under and responsible to the mayor through the regional secretary to improve the quality of service. One of the duties of the Population and Civil Registration Service of Pekanbaru City is to develop service innovation to achieve public satisfaction with public services.

In order to implement the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 4 of 2017 concerning Guidelines for the Preparation of Public Satisfaction Surveys of the State Apparatus Empowerment and Bureaucratic Reform Unit of the Republic of Indonesia Number 16 of 2014 concerning Guidelines for Public Satisfaction Surveys on the Provision of Public Services which are considered not to have regulated the technical aspects of implementing public satisfaction surveys, considering the increasing demands of the community for the quality of public services by the government, is a consequence of changes in the mindset of the community towards the pattern of government-community-business relations (tripillar in the concept of government). Today's society is not only questioning whether or not the need for public services is met, but has also questioned the quality of public services they receive from the government. The government is required to be able to provide increasingly better and quality public services towards good and clean governance. The results of observations with data obtained from the Pekanbaru City Population and Civil Registry Service are as follows:

Table 1. Recapitulation Table of Public Satisfaction Index by the Population and Civil Registration Service of Pekanbaru City in 2022

Indicator	Survey Results	Percentage Value
Service Officer Behavior	3.56/4	88.91%
Service Officer Competency	3.57/4	89.23%
Service Fee	3.71/4	92.65%
Service Time Speed	3.77/4	94.31%

Data source: Population and Civil Registration Service, Pekanbaru City, 2023

Based on the table above, the results of the public satisfaction survey conducted by the Pekanbaru City Population and Civil Registration Service in 2022 with a scale of 1-4 and a percentage of 1-100%, there are indicators of service officer behavior with a value of 88.91 percent, service officer competence 89.23 percent, service costs 92.65 percent, service time speed 94.31 percent. The results of the survey were that officer competence, officer behavior, service costs, and service time speed received a percentage less than the target achievement. Therefore, in order to increase public satisfaction at the Pekanbaru City Population and Civil Registration Service, the agency has carried out various service innovations, the innovations carried out are digital-based innovations (Junaedi, Panjaitan, et al., 2024). The innovation data at the population and civil registration office are as follows:

Table 2. Innovation and Usability Data

No	Name Innovation	Utility	Type of service
1	Sipenduduk (Integrated Population Service Information System) Pekanbaru	This innovation is a website-based application that can be accessed via Google, which the public can use to register online 24 hours a day during working days.	This service can be used to register: Family Card (KK), KTP (Resident Identity Card), Birth certificate, Death certificate, Marriage certificate and other civil registration.
2	Song (waiting service)	This innovation is a service innovation in the form of an application that can be downloaded with a smartphone via Playstore, this application is a KTP printing service application that can be waited for.	This Application Submission Service is a special print for lost and damaged ID cards.
3	Blue sword (newcomer service/KK Penjak)	innovation is a website-based application that can be accessed via Google, which can be used by the public for online registration, especially for immigrants from outside the district/city area.	This service is specifically for visitors from outside the district/city area.

No	Name Innovation	Utility	Type of service
4	Lado pku (service moving outside Pekanbaru / SKPWNl)	innovation is website-based which can be accessed via Google which can be used by the public to register online especially for people who move outside of Pekanbaru city.	This service is specifically for people who move outside of Pekanbaru city.

Data source: Population and Civil Registration Service, Pekanbaru City, 2023

Based on the table above, there are several digital-based innovations that can be used to provide services at the Pekanbaru City Population and Civil Registration Office. There are several obstacles to the use of this application as follows:

1. For people who do not have a smartphone/cellphone, they cannot register their documents.
2. For people who are technologically challenged/don't understand the application, they cannot use this service.
3. There is a long queue when registering if there are registrants who exceed the quota of registrants per day because for this application the quota per day is limited so if the quota is exceeded it will be processed the next day.
4. You cannot consult directly and clearly regarding document issues if there are serious problems with the documents to be registered.
5. The application depends on the internet network. If the network is damaged/there is a problem with the application's internet server, the service will stop/be delayed.

LITERATURE REVIEW

Service Innovation

Innovation is a language derived from Latin, namely 'innovation' which means renewal and change. The act of 'innovation' means re-energizing and changing. Innovation can be described as far as the additional relationship and results of the creation and utilization of data, capacity (mechanical limit calculations) and expertise and the creation or completion of work on new things (goods and services), cycles and systems that provide significant enough for its use (Rahman arif, 2018). According to Wati (2019), service innovation is a new idea that provides more value to society, either directly or indirectly and is not limited to innovations that have developed previously. According to Pratiwi and Terima kasih (2018), innovation is an elaboration of a new idea that can be in the form of services, products or methods used (S. Chandra et al., 2023).

According to Adypurnawati and Hariani (2019) Innovation/idea is an activity that unites overall interaction between the creation and management of a new offering or goods, prioritized or more affordable than before the idea. According to Antanegoro et al., (2017) Innovation in service is an action carried out by an agency that improves service performance by accelerating service performance patterns through a combination of new ideas and elements and external support.

From this basis, it can be concluded that service innovation is an action that aims to improve services and create new patterns of services.

Service Innovation Factors

According to Adypurnawati and Hariani (2019), innovation can be supported by a number of supporting conditions, such as:

1. Have the will to change yourself
2. Free to express
3. Have an open-minded and creative mentor
4. Availability of facilities
5. The ideal state of the environment

Service Innovation Level

According to Pramita (2018), in increasing service innovation, the level of innovation functions as a benchmark as a view of the extent to which innovation provides change for society as follows:

1. Incremental Innovation, called the carrier of insignificant change and little change in organizational structure. However, gradual development plays an important role in open area change because it can be implemented

continuously and supports administrative weaving that accepts local and individual needs and additional support for cash incentives.

2. Radical Innovation, innovation that brings changes that have not existed in the implementation of services in the agency. However, it is not often used because this level requires great support from politics because of the greater risk. Despite these shortcomings, it does not rule out the possibility that this level brings real truth about the changes that will occur.
3. Transformative Innovation, innovation that provides real changes in the organizational structure to be transformed into all sectors will dramatically change the relationships that occur in the organization.

Types and Characteristics of Service Innovation

In the context of marketing and consumer behavior, innovation is associated with products or services that are new in nature (Agusta & Yusnidar, 2024). New in the sense of referring to products that have never existed before in the market and new in the sense that there is something different that is an improvement or improvement of previous products that have been found in the market. Innovation itself consists of 4 types, including the following:

1. Invention is the creation of a new product, service or process that has never been done before. This concept tends to be called revolutionary.
2. Extension is the development of an existing product, service or process. This concept is the application of an existing idea to be different.
3. Duplication is the imitation of a product, service or process that already exists. However, duplication is not merely copying but adding a touch of creativity to improve the concept to be more able to win the competition.
4. Synthesis is the combination of existing concepts and factors into a new formula. This process involves taking a number of ideas or products that have been found and forming them into products that can be applied in new ways.

As for innovation itself, it has 4 characteristics, namely:

1. Having uniqueness or specialty, meaning that an innovation has distinctive characteristics in the sense of ideas, programs, arrangements, systems, including the possible results that are applied.
2. Having an element of novelty, in the sense that an innovation must have the characteristics of a work and the fruit of thought that has a degree of originality and novelty.
3. Innovation programs are implemented through planned programs, meaning that an innovation is carried out through a process that is not rushed, but is prepared thoroughly with a clear and pre-planned program.
4. The innovation that is rolled out has a goal, the innovation program that is carried out must have a direction that it wants to achieve, including the direction and strategy to achieve that goal.

Service Innovation Indicators

Measurement of service innovation will affect the success of the company in carrying out an innovation. According to Delafrooz (2013), measurement of service innovation can be done through:

1. Use of Technology

The development of the era must also be accompanied by the development of the use of technology in providing services so that it can facilitate and accelerate agencies or companies to provide services to the community. The use of technology will also increase the convenience of the community, confidentiality and affect communication between agencies and their communities, making it easier for the population and civil registration office to evaluate the service process.

2. Interaction with customers

Interaction between officers and the community is very important in order to build relationships and emotional closeness with the community, so that agency officers will easily know the needs and desires of consumers/the community, in addition, interaction with the community is useful for facilitating related agencies in terms of improving services if there are complaints from service users.

3. New service development

New service development is a new form of service that is implemented differently from previous services, or improvements to the service process. New forms of service will affect the performance of officers because if

service development is successfully implemented, it will improve the performance of the officers of the agency.

Community Satisfaction

The word satisfaction comes from the Latin word *statis*, meaning good enough or *factio* is interpreted as an effort to fulfill something. Public satisfaction is a very important factor and determines the success of a business entity because the public is the consumer of the products it produces.

According to Tjiptono and Candra (2018) satisfaction can be interpreted as an effort to fulfill something or make something adequate. Public satisfaction can only be achieved by providing quality services. Good service is often assessed by the public directly from the service provider, namely the government, therefore efforts are needed to improve the quality of the service system provided in order to fulfill desires and increase public satisfaction.

Factors of Community Satisfaction

According to (Fitriyah, 2019) factors that influence regional responsiveness to special service agencies or associations can be classified into five levels, specifically as follows:

1. Goods and services are a symbol of the expected commitment to the goods or services provided by the agency (Habibi et al., 2022; Irawati et al., 2019; M. Panjaitan et al., 2023; Yarmanelis et al., 2022).
2. An emotionally supportive network and service system, including support benefits that cut through at the top.
3. Technical performance, basically distinguished by whether the agency describes the main things and supporting agencies properly. The emphasis is on the agency that introduces the service to the service user as a guarantee.
4. The component of cooperation with service users, this level is related to the correspondence of expert agencies with service users through direct contact or through contact on an innovative basis.
5. The emotional component of the interesting aspect of service users, which is inseparable from the fourth level, is how we cultivate appropriate opinions/feelings for service users.

Measuring Community Satisfaction

According to Fitriyah (2019) there are 4 methods for measuring public satisfaction, including:

1. Complaints and Suggestions System

The user-managed agency will provide a design for users to convey their tendencies and protests. Furthermore, accommodation of complaints and suggestions will generally be a complaint and protest box as communication to users. This information advancement provides a lot of ideas, and agencies can work more efficiently to manage their problems (Elfita et al., 2022).

2. Customer Satisfaction Survey

Government agencies can use the number of complaints as a measure of user loyalty. Critics of agencies can measure user loyalty by conducting occasional surveys, including sending out opinion polls or calling random users to find out their opinions of the agency. Agencies can also collect competitor data from comparative specialists.

3. Ghost Shopping (Shadow Customers)

Ghost customers or ghost users lure people to claim to be users of the service and reveal the level of difficulties and serious weaknesses faced when using the services of the related agency or rival agencies. Feedback to employees about good or bad performance is also based on the ghost shopping reviews.

4. Switching Customers Analysis

Agencies can contact service users who have finished using or changed providers to understand the reasons given (higher rates, unacceptable management, unreliable items, etc.).

Community Satisfaction Indicators

According to Tjiptono (2016), public satisfaction assessments can be seen from several indicators, including the following indicators of public satisfaction:

1. Conformity to expectations

The suitability or mismatch between expectations and the performance of products or services provided by the company will greatly affect marketing performance which will have an impact on the company's progress and profit, because if the performance is in accordance with expectations or even exceeds expectations, it will create satisfaction in the community.

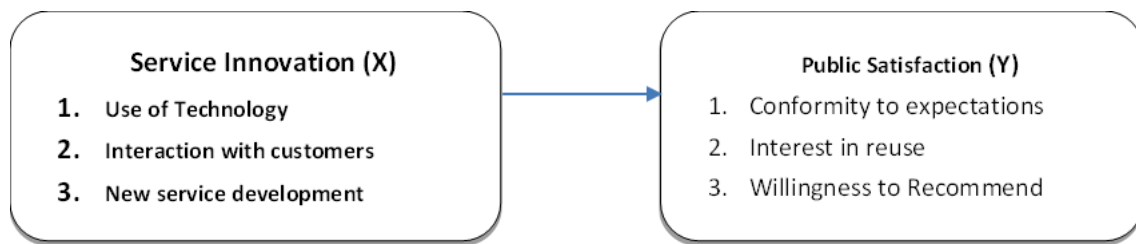
2. Interest in reuse

The desire to make repeat orders or use a company's products or services. The desire to make repeat purchases or use a product or service usually occurs because of a pleasant or satisfying experience in using the product or service.

3. Willingness to Recommend

Willingness to recommend is a form of expression of happiness and satisfaction of the community after using (goods or services) that are in accordance with the wishes of the community. Recommendations are usually made to friends, family or others, by recommending products or services to others means that the company has succeeded in providing services to the community.

Framework Study



Picture 1. Framework Study

METHODOLOGY

The research was conducted at the Office of Population and Civil Registration of Pekanbaru City. at Jl. Jendral. Sudirman No. 464, Kel. Jadirejo, Kec. Sukajadi- Pekanbaru City Public Service Mall Complex. The stages in the implementation of this activity are planned to start from the preparation stage, observation, to writing the research report (Renaldo, Tavip, et al., 2024).

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions drawn (Nyoto et al., 2024; Purwati et al., 2023). If someone wants to study all the elements in a research area, then the research is a population study (Hadi et al., 2023; H. P. Panjaitan et al., 2024). The study or research is also called a population study or census study (Junaedi, Suhardjo, et al., 2024; Mukhsin et al., 2023). Population is not just people, but also objects and other natural objects (Suhardjo et al., 2023; Syahputra et al., 2023). Population is also not just the number of objects or subjects studied, but includes all the characteristics or properties possessed by the object or subject (Renaldo, 2023; Supriadi et al., 2024). The population in this study is the community who visited the Population and Civil Registration Office of Pekanbaru City whose number is not yet known (T. Chandra et al., 2024; Junaedi, Renaldo, et al., 2024).

According to Sugiyono (2018) is part of the number and characteristics possessed by the population (Renaldo & Murwaningsari, 2023; Zulkifli et al., 2023). A sample is part of a population that is believed to represent the characteristics of the population as a whole (T. Chandra et al., 2018). According to Sujarweni (2015) because the population size is unknown, the minimum sample size is determined by the Margin of Error (Moe) formula:

$$n = \frac{z^2}{4(Moe)^2}$$

Where:

n: number of samples

z: the level of confidence required in determining the number of samples is 95% which refers to the z table 95% = 1.96

Moe: margin of error or maximum tolerable error of 10%.

From this formula, the sample calculation is as follows:

$$n = \frac{z^2}{4(Moe)^2} = \frac{1.96^2}{4(0.1)^2} = 96.04$$

To facilitate the author, the author rounded up the sample to 100 respondents. The sampling method used was the accidental sampling technique, a sampling determination technique based on needs, namely anyone who accidentally meets the researcher can be used as a sample, if the person who was accidentally met is considered suitable as a data source.

RESULTS AND DISCUSSION

Simple Linear Regression Test

The calculation results for the simple regression analysis of respondents can be seen in table 3.

Table 3. Simple Linear Regression Coefficient Values

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.001	3.344		.299	.000
Service Innovation	.995	.086	.758	11,514	.000

Source: Processed Data, 2024

Based on the table above, the resulting regression equation is:

$$\hat{Y} = a + bX$$

$$\hat{Y} = 1.001 + 0.995X$$

The results and discussion of the regression equation above are:

1. The constant value (a) is 1.001. This means that if Service Innovation on Public Satisfaction at the Population and Civil Registration Office of Pekanbaru City is assumed to have a value of zero (0). Then Service Innovation on Public Satisfaction at the Population and Civil Registration Office of Pekanbaru City remains at 1.001.
2. The regression coefficient value of 0.995 states that Service Innovation on Public Satisfaction at the Population and Civil Registration Office of Pekanbaru City has increased by 0.995.

Based on the results of the simple linear regression above, it can be concluded that the direction of the relationship between the Service Innovation variable and Public Satisfaction has a positive relationship direction, namely if the independent variable (Service Innovation) is increased or improved by 1 unit, then the dependent variable (Public Satisfaction) will experience an increase of 0.995.

Coefficient of Determination (R²)

The value of the Determination Coefficient (R²) is used to explain the proportion of variation in the dependent variable explained by the independent variables together. The results of the determination test can be seen as follows:

Table 4. Results of Determination Coefficient Test (R²)

Model	Model Summary ^b			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758 ^a	.575	.571	3,798

a. Predictors: (Constant), Service Innovation

b. Dependent Variable: Community Satisfaction

Source: Processed Data, 2024

Based on table 4, the correlation value (R) produced is 0.758. So, it can be concluded that there is a high relationship between the independent variables and the dependent variable. While the R Square value is 0.575. This shows that the Service Innovation variable as a whole has an influence of 57.5% on Community Satisfaction while the remaining 42.5% is influenced by other variables not examined in this study, for example: Location, Service Quality, etc (Hocky et al., 2020).

Hypothesis Test (t-Test)

In Hypothesis Testing (t-Test) decision making can be done with the following criteria:

1. If $t_{count} > t_{table}$ then H_a is accepted and H_o is rejected, meaning the independent variable has a significant effect on the dependent variable.
2. If $t_{count} < t_{table}$ then H_a is rejected and H_o is accepted, meaning that the independent variable does not have a significant effect on the dependent variable.

Based on table 4, this t-test is conducted by comparing t count with t table at 5% significance ($\alpha=0.05$). For the t table value obtained as follows: $df = n-2$ (row), (column), then obtained $100 - 2 = 98$ and sig 0.05 so that the t table value obtained is 1.984. Based on the output above, the t count value is 11,514 while the t table value is 1.984. This explains that t count (11,514) $>$ t table (1.984) with sig 0.000 $<$ sig 0.05, so it can be concluded that there is a significant influence on Service Innovation on Public Satisfaction at the Population and Civil Registration Office of Pekanbaru City.

Discussion

Service Innovation for Public Satisfaction at the Population and Civil Registration Office of Pekanbaru City

An agency provides good service innovation for the community so that the community believes that the services provided will meet or exceed expectations (Mahangila & Anderson, 2017). Thus, community satisfaction is a measure that can improve the performance of the agency after providing the services expected by the community (Alpler et al., 2021).

The results of the recapitulation of respondents' responses regarding the innovation of the Pekanbaru Population and Civil Registration Office services as many as 100 respondents who answered agreed if improving and providing more service innovations to the community in order to increase public satisfaction with the services provided in processing various documents at the Pekanbaru Population and Civil Registration Office. Agencies must be able to provide services for all community needs in population administration services which are basic needs required by the community.

The results of the simple linear regression analysis in this study showed a positive coefficient value of 0.995 stating that every 1 unit increase in service innovation (X) will result in an increase in the public satisfaction variable of 57.5%. The results of the partial test (t-test) showed tcount (11,514) $>$ ttable (1,984) and the resulting significance value was (0.00) which means it is smaller than 0.05. This means that partially the service innovation variable (X) has a significant effect on the public satisfaction variable (Y). The results of previous studies are in line with the opinion in the empirical review conducted by Fauziah (2019) regarding the Influence of Service on Public Satisfaction. From the research conducted, it was obtained that the service quality variable (X) has a regression coefficient of 0.438, (sig.) t of 0.000, and tcount of 7,941 so that partially the service quality variable has a significant positive effect on the public satisfaction variable because it is significantly smaller than 0.05. The coefficient of determination shows that 51.3% indicates that the quality of service is influenced by the variable of public satisfaction, the suitability of expectations and performance felt by the community towards the services provided by the village apparatus. In realizing this, the village apparatus is highly demanded to be able to provide the best service to the community such as timely service, employee discipline (Ngatno et al., 2022), and attitude in handling complaints. The results of the recapitulation of respondents' answers show that some respondents think that the Karya Indah Village Office Officers, Tapung District, provide good and timely services as seen from the largest number of respondents with the answer "strongly agree" which is 90 responses (90%). The Karya Indah Village Apparatus, Tapung District, has tried to fulfill public satisfaction by completing services on time without making the community wait long. Because time is very valuable, it greatly determines the level of public satisfaction as users of service services. By providing quality services, the village apparatus as the service provider has been in accordance with their expectations and desires. Therefore, the village government which certainly provides services to the public must really pay attention to aspects of quality service. Improving services by village apparatus can also increase public satisfaction with the services provided. The government as a servant of the community's needs must be able to provide services for all community needs in population administration services which are basic needs required by the people of Karya Indah Village.

The results of the simple linear regression analysis in this study showed a positive coefficient value of 0.736 stating that every increase in village apparatus services (X) by 1 unit, there will be an increase in the public satisfaction variable by 73.6%. The results of the partial test (t-test) showed t count (9.475) $>$ t table (1.984) and the resulting significance value was (0.00) which means it is less than 0.05. This means that partially the village apparatus service variable (X) has a significant effect on the public satisfaction variable (Y). The results of this study are in line with the research of Nanna Sari (2019) entitled The Influence of Public Services on Public

Satisfaction at the Lappariaja District Office, Bone Regency, proving that Public Services have a significant effect on Public Satisfaction at the Lappariaja District Office, Bone Regency. From the research conducted, the t count value was obtained $4.064 > t \text{ table } 1.984$ and significance $(0.00) < 0.05$.

CONCLUSION

Conclusion

This study aims to determine the effect of Service Innovation variables on Public Satisfaction at the Population and Civil Registration Office of Pekanbaru City and to determine the greatest influence of the independent variables. From the formulation of the research problem that has been submitted, the analysis that has been carried out and the discussion that has been presented in the previous chapter can be concluded from this study as follows:

1. Based on the research results, it is proven that Service Innovation towards Public Satisfaction at the Population and Civil Registration Office of Pekanbaru City is proven to be valid and reliable.
2. Based on the results of the normality test research, the results of Service Innovation towards Public Satisfaction at the Population and Civil Registration Office of Pekanbaru City were distributed normally with the results showing that the dots (points) were spread in a diagonal line and followed the direction of the diagonal line.
3. Based on the calculation of the Determination coefficient (R²), it is known that R Square is 0.575. This shows that the Service Innovation variable as a whole has an influence of 57.5% on Community Satisfaction while the remaining 42.5% is influenced by other variables not examined in this study, for example: Location, Service Quality, etc.
4. Based on partial analysis, the results of the partial test t count $(11,514) > t \text{ table } (1.984)$ with sig $0.000 < sig 0.05$, so it can be concluded that there is a significant influence of Service Innovation on Public Satisfaction at the Population and Civil Registration Office of Pekanbaru City.

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