



The Influence of Village Apparatus Services on Community Satisfaction at the Karya Indah Village Office, Tapung District, Kampar Regency

Supriadi Supriadi^{a*}, Suryatunnisak Suryatunnisak^b, Lingga Ramadhana Arfi^b

^aUniversitas Riau, Indonesia

^bInstitut Teknologi dan Bisnis Master, Indonesia

*Corresponding Author: supriadi@lecturer.unri.ac.id

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ABSTRACT

This study aims to determine and analyze the influence of village apparatus services on community satisfaction. The analysis in this study uses a dependent variable, namely community satisfaction and an independent variable, namely village apparatus services. The research sample is the community of Karya Indah Village, Tapung District, Kampar Regency who provide services. The sampling technique is random sampling. The number of samples is 100 people. The results of the study show that the village apparatus service variable has a significant effect on the satisfaction of the community of Karya Indah Village, Tapung District, Kampar Regency. It is known that the t (count) value $(9.475) > t$ (table) (1.984) and $Sig. (0.00) < 0.05$, meaning that the village apparatus service variable has a significant effect on the satisfaction of the community of Karya Indah Village, Tapung District, Kampar Regency. The R Square value in this study is 0.706. This shows that there is a strong relationship between the independent variable and the dependent variable. The village apparatus service variable as a whole has an influence of 70.6% on the community satisfaction variable. While the remaining 29.4% is influenced by other variables not examined in this study.

Keywords: Village Apparatus Services, Community Satisfaction

Fields: Marketing, Human Resources, Management

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

INTRODUCTION

In the era of globalization, a government agency that carries out services is required to provide good services so that it can increase the level of public satisfaction (Elfita et al., 2022; Habibi et al., 2022; Kersiati et al., 2023). Services provided to the public at all times always demand quality services from village government officials that are carried out transparently and accountably. The village government as the organizer of government is carried out by the village head who is supported by village officials as part of the implementation of village government. In national life, the government is needed to regulate the people, protect the people and meet the needs of the people, because the nature of the state is coercive, monopolistic and inclusive. With the help of the government, all regions and their boundaries can be easily managed and monitored and regulated. Each region has a government apparatus starting from the village, sub-district, district, province and central government.

Public service is defined as serving the needs of the community or people who are interested in the organization according to established principles or procedures. Judging from the definition above, it is clear that the success of a village government is reflected in its services. Services provided by village officials to the community as public servants. Public services in providing good services are required to be able to act quickly and accurately. Good service is reflected in every activity and efficiency of activities carried out smoothly. The faster and more accurate the service provided, the better. One of the duties of the Village Government apparatus is to understand the aspirations of the community's needs and also to be able to determine policies for handling them properly so that all matters of activity, both those originating from government channels and those originating from community aspirations, can be carried out properly. It is undeniable that maximum service is a right for all people and the government is obliged to provide services as a form of devotion to the community.

Public satisfaction can be realized if the services provided meet the service standards or are better than the service standards that have been set. According to Pasolong (2010), "The better the governance and quality of services provided, the higher the public trust (high trust)". Public trust will be higher if the public gets good service and feels satisfied with the services provided (Goh et al., 2022; Hocky et al., 2020). Village government officials as public servants have recently had a bad view in the eyes of the public. Because the services provided by the government are not optimal so that the services provided are included in the category of poor services such as punctuality. This case is one of the important variables that encourages the emergence of a crisis of trust between the community and the government. The things that are inhibiting factors in the creation (Renaldo, Junaedi, Suhardjo, Veronica, et al., 2024) of good public services are the main factor of bureaucracy that is too long and considered too complicated. In fact, the community wants fast, pleasant and responsive services that prioritize the values of accountability, justice, transparency and provide legal certainty for goods and services produced by each service provider and provider.

Karya Indah Village Office, Tapung District, Kampar Regency, located at Jalan Garuda Sakti Km. 6 is a government office that is strategically located on a road with very dense mobility and has a dense population, so that every day the services provided to the community are very numerous (Agusta & Yusnidar, 2024). The services provided to the community related to the making of domicile letters, business certificates, income certificates, certificates of poverty, regional transfer letters, marriage certificates, death certificates, KTP certificates, KK certificates. In addition, the Karya Indah Village Office also serves the making of land certificates, business recommendation letters which are then forwarded to the Tapung District Office, Kampar Regency. The Karya Indah Village Government, Tapung District, Kampar Regency, which works in community services should provide the best service to the community. To get good service, the Karya Indah Village Government, Tapung District, Kampar Regency must be effective and responsive to the community in carrying out its work. However, in practice, the community still often complains about the service at the Karya Indah Village Office. This is indicated by complaints from the public because it is difficult to process domicile letters, certificates of poverty and other documents and the uncertainty of the completion time of these documents. Many employees were found to be working less effectively as they should, such as not being in the room during working hours so that the completion of work is delayed. This is a complaint from the public in terms of services in the village government. The public certainly wants a government that is responsive and responsive in service. This is where the leadership demands of a village head in managing his staff to be more effective in carrying out their duties and responsibilities in order to create a good and healthy government apparatus for the satisfaction and trust of the public. The following is data on the number of staff in Karya Indah Village, Tapung District.

Table 1. Number of Village Apparatus in Karya Indah, Tapung District

Position	Amount	Last education	Years of service
Village head	1	Senior High School	2 years
Village Secretary	1	Si	6 Years
Head of Government	1	Senior High School	18 years
Head of Service	1	Senior High School	6 Years
Head of Welfare	1	Senior High School	15 years
Head of Finance	1	D3	13 years old
Head of Planning	1	S1	15 years
Head of General Affairs and Administration	1	Senior High School	6 Years
Head of Hamlet 1	1	Senior High School	3 years
Head of Hamlet II	1	Senior High School	10 years
Head of Hamlet III	1	Senior High School	3 years
Head of Hamlet IV	1	Senior High School	2 years
Total	12		

Source: Karya Indah Village Office, Tapung District, 2023

From table 1, it can be seen that the number of village officials at the Karya Indah Village Office, Tapung District, Kampar Regency is 12 people. Meanwhile, the population of Karya Indah Village according to 2023 data is 21,886 people. Good service to the community must be supported by reliable, competent officers who can carry out the main tasks and responsibilities given. In addition, physical factors such as completeness or supporting service equipment must be available. The completeness or equipment available at the Karya Indah Village Office based on 2023 inventory data is as follows:

Table 2. Inventory Data Table of Karya Indah Village, Tapung District

No	Equipment	Amount	Condition
1	Waiting Chair	2 Set	Works well, but is inadequate

No	Equipment	Amount	Condition
2	Computer	2 Unit	Works fine
3	Laptop	4 Unit	Works fine
4	air conditioning	5 Unit	Works fine
5	Workbench	12 Unit	Works fine
6	Office Chair	12 Unit	Works fine
7	Printer	3 Unit	Works fine
8	Cupboard	6 Unit	Works well, but is inadequate

Source: Inventory Data of Karya Indah Village Office, Tapung District 2023

LITERATURE REVIEW

In a government, service is one of the most important things. Public service is the main focus in the implementation of government. According to the Great Dictionary of the Indonesian Language, service has three meanings, namely how to serve, efforts to serve the needs of others by obtaining compensation or money, and convenience provided in connection with the sale and purchase of goods and services. According to Hardiyansyah (2011) public service is the provision of services or serving the needs of people or the community and/or other organizations that have an interest in the organization, in accordance with the basic rules and procedures determined and intended to provide satisfaction to the recipient of the service. The provision of public services can be carried out by the government or the private sector on behalf of the government.

Based on the Decree of the Minister of State Apparatus Empowerment Number 63 of 2003, the definition of public service is: All forms of service carried out by government agencies at the center, in the regions, and in the environment of State-Owned Enterprises or Regional-Owned Enterprises in the form of goods and/or services, both in the context of implementing the provisions of laws and regulations. According to Hardiyansyah (2011) the definition of public service is Serving the needs of people or communities or organizations that have interests in the organization, in accordance with the basic rules and procedures determined and intended to provide satisfaction to service recipients. From the definition of public service above, it can be concluded that public service is all forms of service provided by the government, both organized by government institutions themselves or by non-government institutions to meet the needs of the community and the implementation of provisions that have been determined with all means and equipment through certain work procedures in order to provide service services in the form of goods and services. Public service referred to in this study includes all forms of service to the community carried out by the Village Office.

According to Brata in Atmadjati (2018) stated that service is an activity or sequence of activities that occur in direct interaction between one person and another physically and provides customer satisfaction. Meanwhile, the definition of service according to Lijan Poltak Sinambela (2017) is any activity that is profitable in a group or unit and offers satisfaction even though the results are not related to a physical product. According to Moenir in Rangkuti (2017) said that service is the process of fulfilling needs through the activities of other people directly. Based on the Decree of the Minister of State Apparatus Empowerment Number 63 of 2003, the definition of public service is all forms of service carried out by government agencies at the center, in the regions, and in the environment of State-Owned Enterprises or Regional-Owned Enterprises in the form of goods and services, both in the context of implementing the provisions of laws and regulations.

Types of Public Services

The existence of public services is due to interests, and these interests have various forms so that there are several types of public services. According to Hardiyansyah (2011) the types of public services provided by the government are divided into three groups, namely:

1. Administrative Services

Administrative services are services in the form of providing various forms of documents required by the public, for example: Making Population Identity Cards (KTP), Land Certificates, Birth Certificates, Death Certificates, Motor Vehicle Ownership Certificates (BPKB), Vehicle Registration Certificates (STNK), Building Permits (IMB), Passports, and so on.

2. Goods Service

Goods services are services that produce various forms/types of goods that are needed by the public, for example: telephone networks, provision of electricity, provision of clean water.

3. Service Providers

Service is a service that produces various forms of services needed by the public, for example higher and secondary education, health care, transportation services, postal services, environmental sanitation, waste management, disaster management, social services. There are three types of public services provided by the government to the community, namely administrative services, goods services, and service services. Based on the three types of services at the Karya Indah Village Office, Tapung District, Regency, it is included in the category of administrative services and service services.

Elements of Public Service

Elements of the public service process are needed to support the desired service. According to Atep Adya Bharata in Priansa (2017) he expressed his opinion that there are four important elements in the public service process, namely:

- a. Service providers, namely parties who can provide certain services to consumers, either in the form of providing and delivering goods or services.
- b. Service recipients, namely those who are referred to as consumers (customers) who receive various services from service providers.
- c. Type of service, namely the service that can be provided by the service provider to the party requiring the service.
- d. Customer Satisfaction, in providing services, service providers must refer to the main purpose of service, namely customer satisfaction. This is very important to do because the level of satisfaction obtained by customers is usually very closely related to the quality standards of the goods or services they enjoy.

According to Kasmir (2017), the characteristics of good public services have the following elements:

- a. Availability of good employees.
- b. Availability of good facilities and infrastructure.
- c. Responsible for every customer from start to finish.
- d. Able to serve quickly and accurately.
- e. Able to communicate.
- f. Providing confidentiality guarantee for every transaction.
- g. Have good knowledge and skills.
- h. Trying to understand customer needs.
- i. Able to provide trust to customers (customers).

Factors Affecting Service

Good service will ultimately be able to provide satisfaction to the community. Optimal service will ultimately also be able to improve the image of the organization so that the image of the organization in the eyes of the community continues to increase. With a good organizational image, everything that is done by the organization will be considered good too. According to Kasmir (2017), the factors that influence service are The main factor that influences service is human resources. This means that the role of humans (employees) who serve the community is the main factor because only with humans can customers communicate directly and openly. According to Atep Adya Barata (2018), service quality is divided into two parts, namely internal and external service quality. Each of these parts is influenced by several quite important factors, namely:

- a. Factors that influence the quality of internal service (interaction between employees and the organization) are the general management pattern of the organization, provision of supporting facilities, human resource development, work climate and harmony of work relations, and incentive patterns.
- b. Factors that influence the quality of external services (external customers), namely service patterns and service provision procedures, service distribution service patterns, service sales service patterns, and service patterns in service delivery.

Public Service Indicators

Good service will certainly provide good assessments from customers, but if the service provided does not provide satisfaction, for example related to the service period that is not on time, it will cause customer disappointment and can worsen the image of the service provider agency. The ideal service quality dimension only meets the requirements if:

- a. Dimensions must be comprehensive units, meaning that they are fully explained regarding the perception of the proposed quality dimensions.
- b. The model must also be universal, meaning that the dimensions must be general and valid for a wide spectrum of service sectors.
- c. The dimensions in the proposed model must be free.
- d. It is recommended that the number of dimensions be limited.

According to Zeithaml et al. in Hardiansyah (2011), village apparatus services can be measured using the following five indicators:

1. Physical Evidence (Tangibles), the existence of physical facilities, employee equipment, communication facilities and supporting tools.
2. Reliability, the ability and reliability in providing good, fast, accurate and satisfactory service to service recipients.
3. Responsiveness, the ability to help and provide fast and accurate service and be responsive to the wishes of the service recipient.
4. Assurance, extensive knowledge, friendliness and courtesy that village officials must have in providing a sense of trust to service recipients.
5. Empathy, in the form of the ability of village officials to provide individual attention to service recipients.

Community Satisfaction

According to Kothler (2012) satisfaction is a feeling of pleasure or disappointment of a person that begins with a comparison between the impression with the performance or results of a product and their expectations (Junaedi et al., 2023; M. Panjaitan et al., 2023). The level of satisfaction between one consumer and another tends to be different. This happens because of several factors such as age, occupation, income, education, gender, social status, economic level, culture, mental attitude and personality. Public satisfaction is the level of public feeling that arises as a result of the service provided after the public compares it with what they expect. Public satisfaction will be seen from how good the quality of service is obtained. The better the quality obtained; the better customer satisfaction will be.

According to Fandy Tjiptono (2015), public satisfaction is a post-purchase evaluation where the chosen alternative is at least the same or exceeds public expectations, while dissatisfaction arises when the outcome does not meet expectations. If public satisfaction with goods/services is far below what is expected, consumers will lose interest in the producer/service provider in this case the hospital. Based on Permenpan No. 16 of 2014, a public satisfaction survey is a comprehensive measurement of activities regarding the level of public satisfaction obtained from the results of measuring public opinion. Through this survey, it is expected to encourage public participation as service users in assessing the services of public satisfaction providers to improve the quality of satisfaction and carry out development through public satisfaction innovations.

Community Satisfaction Index

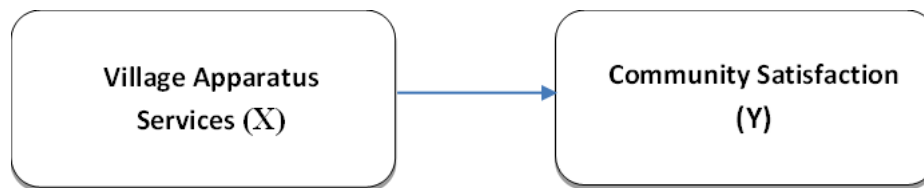
Based on the Decree of the Minister of PAN Number: 63/KEP/M.PAN/7/2003 concerning General Guidelines for the Provision of Public Services, which is used in compiling the Public Satisfaction Index, namely:

1. Service Procedures, namely the ease of service stages provided to the public seen from the simplicity of the service flow.
2. Service requirements are technical and administrative requirements that apply to obtain services according to the type of service.
3. Clarity of service officers, namely the existence and certainty of officers who are given services (name, position, and authority and responsibility).
4. Discipline of service officers is the seriousness of officers in providing services, especially regarding the consistency of working hours in accordance with applicable provisions.
5. The responsibility of service officers is the clarity of authority and responsibility of officers in organizing and completing services.

Relationship between Village Apparatus Services and Community Satisfaction

Public service is one of the tasks that cannot be ignored by the local government. The most basic thing about a service is the extent to which the service provided by the village government as the organizer of public services can provide the best for its people. By providing good service and having good planning and setting service standards for the community in accordance with the authority given by the central government to the local government, it can increase public satisfaction because the service provided by the village apparatus is in accordance with their expectations. Therefore, service cannot be separated from public satisfaction. This is in accordance with the opinion of Kotler (2012) who stated that there is a close relationship between service and a person's satisfaction and the benefits of the agency, where higher quality results in higher satisfaction. By understanding the desires and needs of the community, providing convenience in service, communicating effectively to the community, paying full attention to public complaints and understanding the needs of the community will increase public satisfaction.

Framework Study



Picture 1. Framework Study

METHODOLOGY

This research was conducted in Karya Indah Village, Tapung District, Kampar Regency, located at Jl. Garuda Sakti KM 6, Tapung District, Kampar Regency. The object of the research was the people of Karya Indah Village who processed letters and documents at the Karya Indah Village Office. The author conducted the research from January to March 2024.

Population according to Sugiyono (2013) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Junaedi, Panjaitan, et al., 2024; Renaldo, Junaedi, Suhardjo, Jahrizal, et al., 2024; Renaldo, Tavip, et al., 2024). The population in this study was the entire population of Karya Indah Village with a population of 21,886 people consisting of 11,045 men and 10,841 women. Sample According to Sugiyono (2013) a sample is part of the number and characteristics possessed by the population. If the population is large and researchers cannot study everything in the population, for example due to limited funds, manpower and time, then researchers can use samples taken from the population. For this reason, samples taken from the population must be truly representative. The sampling technique in this study uses the Non-Probability Sampling approach with the Random Sampling technique with sample drawing using the Slovin formula. Descriptive statistical analysis method is a statistic used to analyze data by describing or depicting the collected data as it is without making conclusions that apply to the public. In this study using descriptive data where the data displayed is data in the form of a table (Nyoto et al., 2024).

RESULT AND DISCUSSION

Simple Linear Regression Test

Based on the regression analysis calculations from respondents, it can be seen in the table 3.

Table 3. Simple Linear Regression Coefficient Value Table

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11,821	3,521	3.357	.001		
	SERVICE	.736	.078	.691	9.475	.000	1,000

a. Dependent Variable: SATISFACTION

Based on Table 3, the resulting regression equation is:

$$Y = \alpha + bx + e$$

$$Y = 11.821 + 0.736X + e$$

Based on the simple linear regression equation above, the following conclusions can be drawn:

1. The constant value (α) is 11.821. This means that if the independent variable (community satisfaction) is assumed to be 0 (zero), then the village apparatus service variable is 11.821 units.
2. The regression coefficient value of the village apparatus service variable (X) is 0.736. It can be interpreted that every increase in village apparatus service (X) by 1 unit, there will be an increase in the community satisfaction variable by 0.736 units assuming other variables remain constant.
3. Standard error (e) is a random variable and has a probability distribution. Standard error (e) represents all factors that have an influence on Y but are not included in the equation.

t-test

According to Sugiyono (2013), the t-value basically shows whether there is a partial influence of each independent variable on the dependent variable. The decision-making criteria used in this test are as follows:

1. If $t(\text{count}) > t(\text{table})$ sig < 0.05 then H_0 is rejected, H_a is accepted. This means that partially the independent variable (village apparatus services) has a significant influence on the dependent variable (community satisfaction).
2. If $t(\text{count}) < t(\text{table})$ sig $< (0.05)$ then H_0 is accepted, H_a is rejected. This means that partially the variable (village apparatus services) does not have a significant influence on the dependent variable (community satisfaction).

From table 3, it can be seen that each t-count value and the significance of the independent variables. The t-table value is known at a significance level of 5% (2-tailed) with the following equation:

$$\begin{aligned} t \text{ table} &= \alpha/2 ; n - k - 1 \\ &= 0.05 / 2 ; 100 - 1 - 1 \\ &= 0.025 ; 100 - 1 - 1 \\ &= 0.025 ; 98 \\ &= 1,984 \end{aligned}$$

Information:

n: Number of samples

l: Constant

k: Number of Independent Variables

Thus, the results obtained are that the variable of village apparatus services is known to be $t(\text{count}) (9.475) > t(\text{table}) (1.984)$ and $\text{Sig.} (0.00) < 0.05$. This means that the variable of village apparatus services has a positive and significant effect on the satisfaction of the people of Karya Indah Village, Tapung District. Which means that H_1 is accepted, namely Village Apparatus Services have a significant effect on the satisfaction of the people of Karya Indah Village, Tapung District and H_0 is rejected.

Coefficient of Determination (R^2)

To determine the magnitude of the contribution of the village apparatus service variable (X) to the community satisfaction variable (Y), the multiple determination coefficient test (R^2) is used. The greater the R^2 value (closer to 1), the better the regression results, but if it is closer to 0, the variable as a whole cannot explain the dependent variable.

Table 4. Results of Determination Coefficient Test (R^2)

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.840 ^a	.706	.703	.83956	.706	235,627	1	98	.000	1.395

a. Predictors: (Constant), SERVICE

b. Dependent Variable: SATISFACTION

Based on the results of the determination coefficient test, it can be seen that the value of the determination coefficient produced is 0.706. The independent variable has a strong relationship with the dependent variable. The overall village apparatus service variable has an influence of 70.6% on the community satisfaction variable. While the remaining 29.4% is influenced by other variables not examined in this study.

Discussion

The Influence of Village Apparatus Services on Community Satisfaction in Karya Indah Village, Tapung District, Kampar Regency

Based on the results of the research that has been conducted, the following describes the influence of village apparatus services on community satisfaction. According to HN Casson in Rangkuti (2017) service is a response to managerial needs that will be met. Karya Indah Village Apparatus, Tapung District, Kampar Regency is the spearhead and the frontline party to provide basic services to the community. One of them is administrative services. Community satisfaction is the first benchmark. The satisfaction in question is the conformity of expectations and performance felt by the community towards the services provided by the village apparatus. In realizing this, village apparatus is highly demanded to be able to provide the best service to the community such as timely service, employee discipline, and attitude in handling complaints. The results of the recapitulation of respondents' answers show that some respondents are of the opinion that 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%). Karya Indah Village Apparatus, Tapung District has tried to fulfill community satisfaction by completing services on time without making the community wait long. Because time is very valuable, it greatly determines the level of community satisfaction as users of service services. By providing quality services, the village apparatus as the service provider has been in accordance with their hopes and desires. Therefore, the village government which certainly provides services to the public must really pay attention to aspects of quality services. Improving services by the village apparatus can also increase public satisfaction with the services provided (Junaedi, Suhardjo, et al., 2024; Tohan et al., 2022). The government as a servant of the needs of the community must be able to provide services from all community needs in population administration services which are basic needs required by the people of Karya Indah Village (Hadi et al., 2023; H. P. Panjaitan et al., 2024; Purwati et al., 2023).

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 table 1.984 and significance (0.00) < 0.05.

CONCLUSION

Conclusion

Based on the research results and discussions presented in the previous chapter, the following conclusions can be drawn:

1. Village Apparatus Services have a significant effect on public satisfaction at the Karya Indah Village Office, Tapung District. This is known by the t (count) value (9.475) > t (table) (1.984) and the significance value (0.00) < 0.05. So, the H1 hypothesis in this study is accepted.
2. The overall influence is indicated by the R Square value of 0.706. This shows that Village Apparatus Services have an influence of 70.6% on community satisfaction. While the remaining 29.4% is influenced by other variables not examined in this study.

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