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SATISFACTION THROUGH
SERVICE QUALITY AT THE
KAMPUNG BUGIS VILLAGE
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THE INFLUENCE OF COMPETENCE, COMMUNICATION, AND FACILITIES ON PUBLIC SATISFACTION THROUGH SERVICE QUALITY AT THE KAMPUNG BUGIS VILLAGE OFFICE IN TANJUNGPINANG CITY

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Abstract

This research examines the influence of competence, communication, and facilities on public satisfaction through service quality at the Kampung Bugis Village Office in Tanjungpinang City. The sampling technique used in this study is non-probability sampling with a purposive sampling method. The research method employed is associative with a quantitative approach, utilizing Partial Least Square (PLS) analysis technique with the SmartPLS Version 4.0 program. The results of the study show that the direct influence of competence has a positive and significant effect on satisfaction, communication has a positive and significant effect on satisfaction, and facilities have a positive and significant effect on satisfaction. Competence has a positive and significant effect on service quality, communication has a positive and significant effect on service quality, competence does not have a positive and significant effect on service quality. Satisfaction has a positive and significant effect on service quality. Regarding the indirect influence of facilities on the satisfaction variable with service quality as an intervening variable, the effect is positive but not significant. Competence has a positive and significant effect on satisfaction with service quality as an intervening variable. Communication has a positive and significant effect on satisfaction with service quality as an intervening variable. The coefficient of determination for competence, communication, and facilities on service quality is 63.3%, with the remaining 36.4% influenced by other variables not examined in this study. Meanwhile, the influence of competence, communication, and facilities on satisfaction is 56.9%, with the remaining 43.1% influenced by other variables outside the scope of this study.

Keywords: Competence, Communication, Facilities, Satisfaction, Service Quality

1. INTRODUCTION

The government is essentially a public service. According to the Decree of the Minister of State Apparatus Empowerment of the Republic of Indonesia Number 63/KEP/M.PAN/7/2003 Concerning General Guidelines for the Implementation of Public Services, namely the standard pattern of public services related to the accuracy needed by the community in obtaining maximum service provided by the government, emphasizing the need for clarity regarding time, service procedures and facilities and infrastructure. The existence of the government is not only to serve itself, but to serve the community and create conditions that allow every member of society to develop their abilities and creativity. Therefore, the public bureaucracy or government apparatus is obliged to provide public services as an effort to fulfill the needs of the community in national life through institutions that have been formed according to their respective functions. The government seeks to improve the welfare of the community which is its responsibility.

The quality of public service is one of the indicators of the success of government administration. Government agencies implementing public services also change and organize their service systems in order to face the challenges and demands of the community that are so great, especially in order to realize good governance where accountability is one of the principles that must be prioritized in the administration of government, so that accountable, transparent and open public services for the people are a necessity that cannot be postponed. Law Number 23 of 2014 is a regulation issued by the government to improve the previous regulation, namely Law Number 32 of 2004. The law contains rules that support the creation of improved quality of

public services to the community. The community needs maximum service, employee competence in this case is an integral part and has an important role in achieving organizational goals. In other words, the achievement of organizational goals is seen from the competence of employees in carrying out the tasks given to them by the organization.

One indicator that is often forgotten in public service problems is the role of communication from the government. Communication is one of the important elements that greatly influences the process of good public service. Where with the right communication process, good message content when using the right approach or form of communication and channels or media, of course it will have an impact on the quality of service to be better. Indicative of problems related to the poor role of communication of the village government in serving the community, it could happen because of the lack of information about the rules or programs that are being implemented. Tanjungpinang City, until now still consists of 4 sub-districts and 18 villages, Kampung Bugis Village Office is one of the villages that serves the community in meeting the needs of population administration, especially in Tanjungpinang City District, Kampung Bugis Village. Kampung Bugis Village Office serves the community in meeting the needs of population administration. Including permits such as public works, general village permits, education permits, health of residents of the Kampung Bugis Village Office, housing, spatial planning, transportation, environment, land which is the authority of the region, as well as women's empowerment and child protection.

The phenomenon obtained from the results of field observations is that the maintenance of state-owned goods as a support for regional government affairs in the Bugis village sub-district is Rp. 172,790,000 or around 15.9% of the total budget. With this figure, the essence can already cover a little supporting goods for government affairs services, in addition to the inflexibility of the budget system such as not being allowed to include the office maintenance budget. This has an impact on the facilities of the Bugis village sub-district, some of which are still felt to be less than satisfactory by the community, such as rooms, parking lots and others that are still felt to be lacking. Another phenomenon found was several complaints submitted by the community to the neighborhood association (RT) in the working area of the Bugis Village Head Office as the one tasked with assisting the Village Government and Village Head in organizing government affairs. Complaints of dissatisfaction from the community in the administration of administration such as certificates of poverty (SKTM) were found to be slightly less friendly service by officers, then when there was community service, the service was found to be not wholehearted and lacked interaction. Improvements to the service system need to be made because service is the key to success in various activities or businesses that are service-based. Its role is very large in efforts to provide satisfaction to the community.

Based on the background above, the problems faced in this research were identified as follows:

- a. Supporting facilities for work at the Bugis Village Head Office are still lacking, resulting in dissatisfaction in public services.
- b. The low level of employee competence in carrying out services, especially the Bugis Village Head in activities at the Bugis Village Head Office.
- c. Lack of empathy among employees in carrying out services to the public.
- d. Communication is still felt to be less acceptable to the public, especially the Bugis Village community.

2. LITERATURE REVIEW

2.1. Satisfaction (Y)

In simple terms, satisfaction can be interpreted as an effort to fulfill something or make something adequate (Tjiptono, 2017). Satisfaction is the level of a person's feelings after comparing the performance of a product or service and the results felt with consumer expectations

(Wijayanti, 2017). Satisfaction is a feeling of contentment or pleasure experienced by a person when his or her expectations for a particular product, service, or experience are met or even exceeded. In a business context, customer satisfaction is often considered an important indicator of a company's success in meeting or exceeding its customers' expectations, which can have an impact on customer loyalty and trust. Public satisfaction is the public's assessment of the use of goods or services compared to expectations before use (Kasmir, 2017). Public satisfaction is the level at which the performance of a product received by the public is the same as the public's own expectations (Suryati, 2015). Public satisfaction is a person's feeling of pleasure or disappointment resulting from comparing the performance or results felt by a product or service with expectations (Atmaja, 2018).

2.2. Service Quality (Z)

Quality is the completeness of the features of a product or service that has the ability to provide satisfaction for a need (Kotler & Keller, 2016). Service Quality can be defined as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations (Arianto, 2018). Service quality or service quality as a measure of how well the level of service provided is able to meet customer expectations (Tjiptono, 2017). Service quality is a comparison between the service felt (perception) by customers and the service quality expected by customers (Purwani & Wahdiniwaty, 2017). Schiffman (2017), explains that it is more difficult for consumers to evaluate service quality than product quality. This is true because of the special characteristics of certain services: they are intangible, they are variable, they are perishable because they have to maintain their reputation, and they are simultaneously produced and consumed.

2.3. Competence (X₁)

According to Moehariono (2014), explains that competence is a characteristic that underlies a person related to the effectiveness of individual performance in his work or the basic characteristics of an individual who has a causal relationship or as a cause and effect with the criteria used as a reference. According to Spencer, competence lies in the inner part of every human being and is always present in a person's personality that can predict behavior and performance broadly in all situations and work tasks. Competence is the ability to carry out or perform a job or task based on skills and knowledge and supported by the work attitude required by the job (Wibowo, 2017). Competence is an ability to carry out or perform a job or task based on skills and knowledge and supported by the work attitude required by the job. Competence also shows the characteristics of knowledge and skills possessed or needed by each individual that enables them to carry out their tasks and responsibilities effectively and improve the standards of professional quality in their work (Agustin et al., 2018).

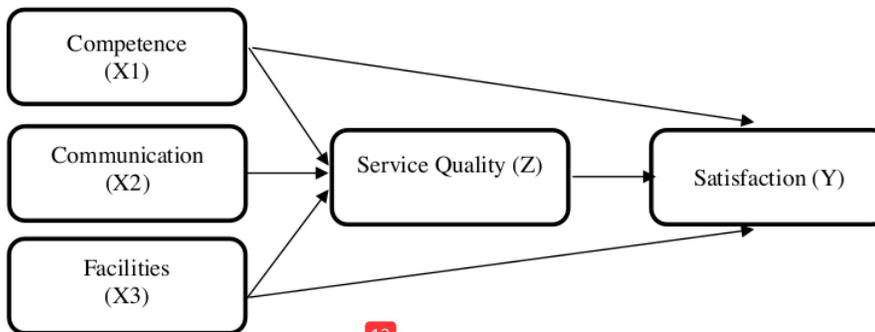
2.4. Communication (X₂)

According to Hamali (2016), communication is a process of conveying ideas and information in the form of orders and work instructions from a leader to employees or subordinates to carry out work tasks as well as possible. Communication is a process in organizational settings to keep management and employees informed about various relevant matters (Wibowo, 2017). Communication is the process of exchanging information, ideas, feelings, and meanings between two or more parties through the use of symbols, signs, or behavior. This process includes both verbal and non-verbal communication, such as body language, tone of voice, and facial expressions, to convey messages effectively and achieve mutual understanding. Communication is the art and skill that allows people to share thoughts, feelings, and ideas. This process is essential in building strong interpersonal relationships, understanding other people's perspectives, and solving problems through constructive and collaborative discussions (Guffey & Loewy, 2019; Carradini, 2020).

2.5. Facilities (X₃)

Facilities are physical resources that must exist before a service is offered to consumers. Facilities are the main element of a service business, therefore the interior conditions and cleanliness must be considered by the company in order to achieve consumer satisfaction (Tjiptono, 2017). Facilities are anything that is physical equipment and is provided by the service provider to support consumer comfort (Kotler, 2016). Facilities are anything that can facilitate efforts and expedite work in order to achieve a goal (Daradjat, 2014). Facilities refer to the various assets and resources provided by an organization to support daily operations and ensure a comfortable and productive working environment for employees. Facilities, in a general sense, are all forms of means or infrastructure that make it easier for individuals or groups to carry out certain activities (Tahir, 2023; Adewunmi et al., 2024). These facilities can be in the form of tools, spaces, services, or programs provided to facilitate and improve the quality of life, work, or social activities in various fields such as sports, health, transportation, and communication (Marzouk & Hanafy, 2020; Khosravi et al., 2022).

2.6. Conceptual framework



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Source: Researcher (2024)

Figure 1. Conceptual Framework

3. RESEARCH METHOD

3.1. Type of research

The research method used in this study is a descriptive research strategy with a quantitative approach. Quantitative research is a research approach based on the philosophy of positivism, which aims to investigate a particular population or sample which ultimately leads to the formulation of conclusions.

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3.2. Data source

This research uses primary and secondary data sources, as follows:

- According to Sugiyono, (2017), primary data is data that directly provides data to data collectors. Primary data sources are obtained through an interview activity with the research subject and by observation or observation in the field. The primary data used by the authors in the study was a questionnaire.
- According to Sugiyono, (2017), secondary data is a data source that does not directly provide data to data collector, for example through other people or through documents. Secondary data sources are complementary data sources that function to complement the data needed by primary data. Secondary data referred to in this study is a source of research data obtained through intermediary media or indirectly published or unpublished in general.

3.3 Population and Sample

Population can provide useful information or data for a study. The population in this study is the Bugis Village community totaling 1.215 people. The sampling technique used in this study is non-probability sampling with purposive sampling. Purposive sampling is a sampling technique by selecting samples among the population according to the researcher's wishes (objectives/problems in the study). Researchers use the Slovin formula with an error rate of 8%. From this number, the sampling was increased to 100 research samples.

4. RESULTS AND DISCUSSION

4.1. Loading Factor

Table 1. Loading Factor

Variable	Item	Provision	Loading Factor	Description
Competence (X ₁)	X1.1	0.60	0.824	Valid
	X1.2	0.60	0.775	Valid
	X1.3	0.60	0.868	Valid
	X1.6	0.60	0.654	Valid
Communication (X ₂)	X2.1	0.60	0.721	Valid
	X2.2	0.60	0.649	Valid
	X2.3	0.60	0.658	Valid
	X2.4	0.60	0.834	Valid
	X2.5	0.60	0.899	Valid
	X2.6	0.60	0.862	Valid
	X2.7	0.60	0.630	Valid
	X2.9	0.60	0.714	Valid
Facilities (X ₃)	X3.1	0.60	0.764	Valid
	X3.2	0.60	0.695	Valid
	X3.3	0.60	0.744	Valid
	X3.4	0.60	0.632	Valid
	X3.6	0.60	0.831	Valid
	X3.8	0.60	0.620	Valid
	X3.11	0.60	0.838	Valid
	X3.12	0.60	0.680	Valid
Service Quality (Z)	Z.1	0.60	0.864	Valid
	Z.3	0.60	0.824	Valid
	Z.4	0.60	0.779	Valid
	Z.5	0.60	0.793	Valid
	Z.6	0.60	0.853	Valid
	Z.7	0.60	0.810	Valid
	Z.8	0.60	0.605	Valid
	Z.10	0.60	0.761	Valid
	Z.11	0.60	0.773	Valid
Satisfaction (Y)	Y.2	0.60	0.778	Valid
	Y.3	0.60	0.861	Valid
	Y.4	0.60	0.839	Valid
	Y.5	0.60	0.800	Valid
	Y.7	0.60	0.762	Valid

The data shows that the indicators are declared feasible or valid for research use and can be used for further analysis.

4.2. Composite Reliability

Table 2. Composite Reliability

	Composite Reliability
Satisfaction	0.900
Service Quality	0.904
Competence	0.863
Communication	0.911
Facilities	0.911

Source: Processed by researchers (2024)

Based on the table above, it shows that the good enough category of each construct has met the criteria for assessing the reliability of the outer model with a composite reliability value > 0.7 .

4.3. Average Variance Extracted

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Table 3. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Satisfaction	0.533
Service Quality	0.655
Competence	0.615
Communication	0.566
Facilities	0.566

Source: Processed by researchers (2024)

Based on the table above, it shows that the AVE value of each construct in the final model has reached a value > 0.5 . Thus, the proposed structural equation model has met the convergent validity criteria.

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4.4. Structural Model Evaluation (Inner Model)

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Tabel 4. R-Square

	R Square	Adjusted R Square
Satisfaction	0.647	0.636
Service Quality	0.587	0.569

Source: Processed by researchers (2024)

It is known that the results of the influence of competence, communication and facilities on service are 63.3%, and the remaining 36.4% are influenced by other variables outside those studied in this study. While the influence of competence, communication and facilities on satisfaction is 56.9%, and the remaining 43.1% are influenced by other variables outside those

studied in this study.

4.5. Direct Effect Test

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Table 5. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (tO/STDEV)	P Values
Competence -> Satisfaction	0.461	0.457	0.100	4.628	0.000
Communication -> Satisfaction	0.295	0.297	0.074	4.007	0.000
Facilities -> Satisfaction	0.227	0.232	0.092	2.454	0.014
Competence -> Service Quality	0.254	0.242	0.114	2.226	0.026
Communication -> Service Quality	0.398	0.422	0.123	3.222	0.001
Facilities -> Service Quality	-0.119	-0.117	0.072	1.655	0.099
Satisfaction -> Service Quality	0.326	0.319	0.111	2.936	0.003

Source: Processed by researchers (2024)

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Based on the table above, it is known that:

1. The T-statistic and p-value between the competence and satisfaction variables are $4.628 \geq 1.983$ and the p-value is $0.000 \leq 0.05$. Both meet the requirements so that hypothesis 1 is accepted. When viewed from the original sample value (O) it is 0.461 which indicates a positive value. Therefore, it can be concluded that H1 is accepted: competence has a positive and significant effect on satisfaction.
2. The T-statistic and p-value between the communication and satisfaction variables are $4.007 \geq 1.983$ and the p-value is $0.000 \leq 0.05$. Both meet the requirements so that hypothesis 2 is accepted. When viewed from the original sample value (O) it is 0.295 which indicates a positive value. Therefore, it can be concluded that H2 is accepted: communication has a positive and significant effect on satisfaction.
3. The T-statistic and p-value between the facility and satisfaction variables are $2.454 \geq 1.983$ and the p-value is $0.014 > 0.05$. Both meet the requirements so that hypothesis 3 is accepted. When viewed from the original sample value (O) it is 0.227 which indicates a positive value. Therefore, it can be concluded that H3 is accepted: facilities have a positive and significant effect on satisfaction.
4. The T-statistic and p-value between the competency and service variables are $2.226 \geq 1.983$ and the p-value is $0.026 \leq 0.05$. Both meet the requirements so that hypothesis 4 is accepted. When viewed from the original sample value (O) it is 0.254 which indicates a positive value. Therefore, it can be concluded that H4 is accepted: competence has a positive and significant effect on service
5. The T-statistic and p-value between communication and service variables are $3.222 \geq 1.983$ and the p-value is $0.001 \leq 0.05$. Both meet the requirements so that hypothesis 5 is accepted. When viewed from the original sample value (O) it is 0.398 which indicates a positive value. Therefore, it can be concluded that H5 is accepted: communication has a positive and significant effect on service
6. The T-statistic and p-value between facility and service variables are $1.655 < 1.983$ and the p-value is $0.099 > 0.05$. Both meet the requirements so that hypothesis 6 is accepted. When viewed from the original sample value (O) it is -0.119 which indicates a positive value. Therefore, it can be concluded that H6 is rejected: competence does not have a positive and significant effect on service.

7. The T-statistic and p-value between the service and satisfaction variables are $2.936 \geq 1.983$ and the p-value is $0.003 \leq 0.05$. Both meet the requirements so that hypothesis 7 is accepted. When viewed from the original sample value (O) it is 0.326 which indicates a positive value. Therefore, it can be concluded that H7 is accepted: satisfaction has a positive and significant effect on satisfaction.

4.6. Indirect Effect Test

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Table 6. Indirect Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Facilities -> Satisfaction -> Service Quality	0.074	0.075	0.042	1.744	0.082
Competence -> Satisfaction -> Service Quality	0.151	0.146	0.061	2.451	0.015
Communication -> Satisfaction -> Service Quality	0.096	0.095	0.042	2.272	0.023

Source: Processed by researchers (2024)

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Based on the table above, it is known that:

1. The indirect effect of the facility variable on the satisfaction variable with service as an intervening variable has a P-Value of $0.082 > 0.05$. It can be stated that the facility does not have a positive and significant effect on satisfaction.
2. The indirect effect of the competency variable on the satisfaction variable with service as an intervening variable has a P-Value of $0.015 < 0.05$. It can be stated that competency has a positive and significant effect on satisfaction.
3. The indirect effect of the communication variable on the satisfaction variable with service as an intervening variable has a P-Value of $0.023 < 0.05$. It can be stated that communication has a positive and significant effect on satisfaction.

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5. CONCLUSIONS AND SUGGESTIONS

5.1. CONCLUSION

Based on the results of the research and discussion, the following conclusions can be drawn:

1. The results of this study indicate that there is a direct influence of the competence variable which has a positive and significant effect on the community satisfaction variable at the Bugis Village Head Office
2. The results of this study indicate that there is a direct influence of the communication variable on the positive and significant satisfaction variable at the Bugis Village Head Office
3. The results of this study indicate that there is a direct influence of the facility variable on the positive and insignificant satisfaction variable at the Bugis Village Head Office
4. The results of this study indicate that there is a direct influence of the competency variable on the service variable on positive and significant service at the Bugis Village Head Office
5. The results of this study indicate that there is a direct influence of the communication variable on the positive and significant service variable at the Bugis Village Head Office
6. The results of this study indicate that there is a direct influence of the facility variable on the positive and significant service variable at the Bugis Village Head Office
7. The results of this study indicate that there is a direct influence of the satisfaction variable on the positive and significant service variable at the Bugis Village Head Office
8. The results of this study indicate that there is an indirect influence of the facility variable

- on the satisfaction variable with service as an intervening variable which has a positive and insignificant effect at the Bugis Village Head Office
9. The results of this study indicate that there is an indirect influence of the competency variable on the satisfaction variable with service as an intervening variable which has a positive and significant influence on the Bugis Village Head Office.
 10. The results of this study indicate that there is an indirect effect of the communication variable on the satisfaction variable with service as an intervening variable with a positive and significant effect on the Bugis Village Head Office.
 11. The R Square results obtained from the influence of competence, communication and facilities on service are 56.8%, and the remaining 43.2% are influenced by other variables outside those studied in this study. While the influence of competence, communication and facilities on satisfaction is 60.0%, and the remaining 40% are influenced by other variables outside those studied in this study.

5.2. SUGGESTION

Based on the conclusions obtained from the above research, the following suggestions are made:

1. Competence
Regular training must be conducted to improve the technical and managerial skills of Bugis Village Office employees in facing increasingly high service demands. Bugis Village Office must also adopt and update the use of the latest information technology in the administration and service processes, thereby increasing efficiency and accuracy in providing services to the community.
2. Communication
Improving effective communication at the Bugis Village Office plays a very important role in various aspects of service. Bugis Village Office must improve the accessibility of information by providing clear and easily accessible information boards about service procedures and other important information.
3. Facilities
An important role in improving the quality of service to the community by strengthening facilities. The goal is to increase the positive impression of the comfort of the community, especially the Bugis Village community and its surroundings, in carrying out administrative services at the village office.
4. Satisfaction
In order for the satisfaction of the Bugis Village Office service to be measurable, a structured feedback system must be implemented to evaluate user satisfaction regularly, and use the evaluation results to identify areas of improvement and necessary corrective actions.
5. Services
The Bugis Village Head Office must be consistent in using SOP (standard operating procedures), so that it can strengthen professionalism, increase public trust, and improve administrative processes appropriately and in a targeted manner.
6. For further researchers
For further researchers, they can develop a research model by including other variables that are not included in the model, such as organizational commitment, career development, job insecurity and others.

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