

The Effect of Service Quality on Community Satisfaction at The Bonde Village Office, Majene Regency

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ABSTRACT: Public services are a fundamental element in the governance system, especially in realizing governance that is responsive to the needs of the community. Quality public services are not only an indicator of the performance of state apparatus, but also a determinant of the level of public trust in the government. The Village Office as the government unit closest to the community has a strategic role in the implementation of public services, both in terms of population administration and social services. This study aims to analyze the influence of service quality on community satisfaction in the Bonde Village Office, Majene Regency. This study uses a quantitative approach with data analysis techniques through SPSS software version 30. The research instrument was tested using validity and reliability tests, and continued with normality, heteroscedasticity, determination coefficients, multiple linear regression, F test and t test. Based on the results of the analysis, a t-value of 6,105 was obtained with a significance level of <0.001 , which means that there is a positive and significant influence between service quality variables on community satisfaction. Thus, improving the quality of service by village officials has been proven to contribute directly to increasing the level of satisfaction of the service recipients. The results of this study reinforce previous findings in the literature, which state that effective and professional public services are the main key in increasing community satisfaction and participation. This research also provides implications for the improvement of the public service system at the village level

Keywords: Service Quality, Community Satisfaction, Bonde Village Office

I. INTRODUCTION

Bonde Village is a rural area located on the west coast of Sulawesi, with the majority of the population being fishermen and sailors. The life of the people is harmonious and peaceful even though the economy of the population is in the simple category, people call it Bonde Village because Bonde in the mandarin language means sand according to its geographical conditions on the coast of the Makassar Strait. Historically, Bonde Village has deep cultural roots as it was once part of the territory of the Pamboang Kingdom in Mandar. A traditional figure named Paqbicara Bonde played an important role in the royal structure and became the village leader at that time. Before it was developed, Bonde was in the same area as Bababulo Village. The progress of the people of Bonde Village cannot be separated from the intense cultural interaction and high mobility of its citizens as seafarers. Many of them have traveled to various corners of the archipelago to foreign countries such as Singapore. The traces of the Bonde diaspora are still visible today, both from the lineage spread in the region and from settlements in Kalimantan and East Java which are dominated by Bonde descendants.

Facing the modern era, the village head of Bonde places excellent service as the main mission in running the wheel of village government. This commitment is realized through strengthening a public service system that is responsive, efficient, and in favor of the interests of citizens. By prioritizing traditional values and local culture

as the foundation of services, Bonde Village seeks to create inclusive and adaptive governance and excellent service quality, in order to answer the needs of the community while maintaining historical heritage that is a common pride

Public services are one of the crucial aspects of government that aims to meet the needs of the community, especially regarding public administration and other public services. According to Hayat, Hayat, S.AP., M.Si (2017) "Service is a tangible manifestation of the government in serving the community. The needs of the community from the government are administrative and the provision of goods or services". Furthermore, added by (Syamsir. 2021) Public service is a form of service to the community related to customer satisfaction.

The Bonde Village Office in Majene Regency is an example of an institution that provides services to the community. Village offices have a central role in the administration of government at the regional level. As a facility that interacts directly with residents, the Bonde Village Office must provide fast, clear, and efficient services. The services provided by the organizer through its officers are not to make a profit, but should prioritize the quality of service that meets the requirements, desires, and needs of the community it serves. (Deddy, et al., 2023).

In order to provide high-quality services, one must be able to meet customer demands in a way that matches their expectations and the benefits of the product or service. The last reference is from Heni et al. (2018). "Service quality is how good the level of expectations is and the accuracy of delivery in meeting customer desires," (Tjiduntano, 2016) added further. Another view states that the best way to describe the quality of a service is to compare the actual experience with the expectations that a person had before using the service (Rezha, 2013). The reputation and performance of government agencies are very vulnerable to the level of public satisfaction with the services they get from government employees. Batutulis Village has a mission to provide various administrative services to residents. The quality of service in the sub-district office is a very important factor for community satisfaction.

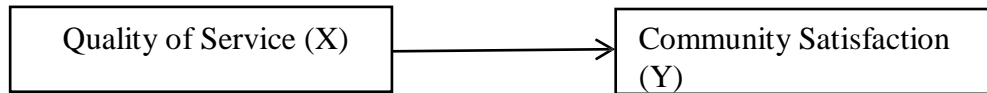
However, the quality of services in village offices is often influenced by various factors, such as staff capacity, existing facilities, and policies implemented by local governments. According to Lany, et al (2023) "Improving the quality of community services in accordance with standards is a goal that must be achieved by the government." Understanding how these factors impact public satisfaction allows governments to identify areas that need improvement and development to improve the quality of services in the future. Ningsih and Segoro (in Hermanto 2019:22) state that customer satisfaction is the emotional response they show after the purchase or service they receive. These reactions come from an evaluation of the actual performance of a product or service in relation to their expectations and their overall experience of the product or service. When citizens are satisfied with the services they get, it shows that the government has done its job well. More people will be satisfied and trust the government if the service is fast, kind, professional, and tailored to their needs; Conversely, fewer people will be satisfied and trust the government if the service is slow, unfriendly, or excessive.

In this context, it is important to examine the impact of service quality on the level of community satisfaction at the Bonde Village Office, Majene Regency. According to Tri Ismiyati (2023), "The demand for customer satisfaction encourages public service providers to try to improve and improve the quality of their public services". The purpose of this study is to find out the extent to which the quality of services provided by the Bonde Village Office affects the satisfaction of the community who receive services. Good service quality not only has a positive effect on community satisfaction, but also has a wide impact on government and community relations.

The research is expected to provide a clear understanding of the relationship between service quality and community satisfaction at the Bonde Village Office, Majene Regency. This is expected to result in more optimal, transparent and accountable services, which ultimately improves public welfare and creates harmonious relationships between the government and the community.

II. CONCEPTUAL FRAMEWORK

Figure 1. Conceptual Framework



Source: processed researcher, 2025

III. RESEARCH METHODS

This study uses a quantitative approach as stated by Sugiyono (2018), who states that the main goal of the quantitative approach is to describe and test hypotheses through a systematic and measurable process. This approach is based on a positivistic paradigm, which emphasizes the objectivity, measurement, and generalization of the data collected. In this context, numbers are the main basis for analysis starting from the stage of data collection, processing, to drawing conclusions. This approach was chosen to obtain results that can be tested statistically, so as to be able to provide a comprehensive picture of the variables being studied.

The research locus was set at the Bonde Village Office, Majene Regency. This determination is based on the consideration that the Bonde Village Office has characteristics that are relevant to the purpose of the research, especially in terms of public services to the village community. The researcher wants to find out empirically how the public perception of the quality of the services provided, as well as the extent of the level of public satisfaction with the services they receive. This research is expected to contribute to the improvement of the public service system at the village level and enrich the literature on the relationship between service quality and community satisfaction in the village government environment.

Sampling in this study uses the total sampling technique because the population is relatively small and it is possible to reach it as a whole. In line with the opinion of Sugiyono (2017:81), the sample must have a number and characteristics that are representative of the population. Therefore, a total of 33 respondents were selected to represent the entire population that was the target of the study. The respondents consisted of residents who had received services at the Bonde Village Office and were considered to have relevant experience and perception of the public services provided.

The data collected from the respondents were then processed using the Statistical Package for the Social Sciences (SPSS) software version 30. Several analytical techniques were used to test the feasibility of research instruments and hypotheses, including validity and reliability tests to ensure the quality of the questionnaires, as well as normality and heteroscedasticity tests to test the classical assumptions of regression. In addition, a determination coefficient test was also carried out to determine the contribution of the free variable to the bound variable, as well as a multiple linear regression test to see the simultaneous relationship between variables. The F test and the T test are also used to measure the significance of the influence of variables simultaneously and partially. This analysis is carried out systematically to obtain accurate and scientifically accountable results.

IV. RESULTS AND DISCUSSION

Result

1. Validity Test

Table 1. Community Satisfaction Validation Test

Yes	Calculated Value	Significant Value	Information
1	0.887	0.2913	Valid
2	0.808	0.2913	Valid
3	0.923	0.2913	Valid
4	0.968	0.2913	Valid

Source: SPSS 30, 2024

Table 2. Service Quality Validation Test

No	Calculated Value	Significant Value	Information
1	0.834	0.2913	Valid
2	0.847	0.2913	Valid
3	0.849	0.2913	Valid
4	0.813	0.2913	Valid

Source: SPSS 30, 2024

Based on the results of the analysis of table 1 Community Satisfaction Validation Test and table 2 Service Quality Validation Test. From the two variables, a significant value of $>$ is obtained (0.2913), then it is said to be valid.

2. Reliability Test

Table 2. Reliability Test

Variabel	Cronbach Alpha	R	Information
Community Satisfaction (Y)	0.917	0.60	Reliabel
Quality of Service (X)	0.854	0.60	Reliabel

Source: SPSS 30, 2024

Based on the results of the analysis of the table above, that "the public satisfaction variable (Y) has a Cronbach Alpha value (0.917) $>$ 0.60. The Quality of Service (X) variable has a value of Cronbach Alpha (0.852) $>$ 0.60. From the results of the analysis, all variables are said to be reliable".

3. Normality Test

Table 4. Normality Test

Tests of Normality

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Itself.	Statistic	df	Itself.
Satisfaction	.358	33	<,001	.790	33	<,001
Community (Y)						
Quality of Service (X)	.245	33	<,001	.885	33	.002

a. Lilliefors Significance Correction

Source: SPSS 30, 2024

Based on the results of the analysis of the table above, it was obtained that the Community Satisfaction variable (Y) had a significant value (<0.001) and the Service Quality variable (X) had a significant value ($0.002 < 0.05$), so the two variables above were not normally distributed.

4. Heterokedasticity Test

Table 5. Normality Test

Model	Unstandardized Coefficients		Standardized Coefficients		Coefficientsa	
	B	Std. Error	Beta	t	Itself.	
1 (Constant)	.579	1.164		.497	.622	
Quality of Service (X)	.033	.093	.063	.351	.728	

a. Dependent Variable: Abs_Res

Source: SPSS 30, 2024

Based on the results of the analysis of the table above, the service quality variable (X) with a significant value of ($0.728 < 0.05$), it is concluded that there is no heterokedasticity problem.

5. Coefficient Determination Test

Table 6. Normality Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739a	.546	.531	1.402

a. Predictors: (Constant), Quality of Service (X)

Source: SPSS 30, 2024

Based on the results of the analysis above, the "R Square is 0.546. This figure means that the service quality variable (X) simultaneously affects the Community Satisfaction variable by 54.6%, while the remaining 45.4% is influenced by other variables outside the study".

6. Multiple Linear Regression Test

Table 7. Normality Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	2.646	1.689		1.567	.127
	Quality of Service (X)	.825	.135	.739	6.105	<.001

a. Dependent Variable: Community Satisfaction (Y)

Source: SPSS 30, 2024

$$Y = 2.646 + 0.825X_1$$

- "The constant of 2,646 shows that if X_1 is valued at 0, then the value of Y remains at 2,646
- Based on variable X, the results of the regression test show that variable X has a positive regression coefficient with a nial $b = 0.825$ ".

7. Test

F

Table 8. Normality Test

ANOVA

Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	73.290	1	73.290	37.275	<.001b
	Residual	60.952	31	1.966		
	Total	134.242	32			

a. Dependent Variable: Community Satisfaction (Y)

b. Predictors: (Constant), Quality of Service (X)

Source: SPSS 30, 2024

The results of the table analysis "show that f counts (37.275), f table (4.160), and sig. (<0.001) <0.05. Therefore, it can be concluded that the variable of Service Quality (X) has a positive and significant effect on Community Satisfaction (Y) simultaneously, as well as accepting H3 and rejecting H0".

8. T test

Table 9. Normality Test

Coefficientsa

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Itself.
1	(Constant)	2.646	1.689		1.567	.127
	Quality of Service (X)	.825	.135	.739	6.105	<.001

a. Dependent Variable: Community Satisfaction (Y)

Source: SPSS 30, 2024

Based on the results of the analysis of the table above, it was obtained that "the value of t calculated the variables of service quality (X) (6.105) t table (0.122) and significant (<0.001), it was concluded that the quality of service had a positive effect and there was a significant relationship with the satisfaction of the community of the Bonde Village Office, Majene Regency, H1 was accepted and H0 was rejected".

V. DISCUSSION

Service Quality to Community Satisfaction

Based on the results of the t-test conducted using SPSS version 30, it was obtained that the *t-value* calculated for the Quality of Service (X) variable was 6.105, with a significance level of <0.001. The significance value is much smaller than the 0.05 threshold, which is the benchmark for statistical testing in quantitative research. This statistically shows that the Service Quality variable has a positive and significant influence on the Community Satisfaction variable (Y). Thus, an alternative hypothesis (H1) that states that there is an influence between service quality on public satisfaction is accepted, while the zero hypothesis (H0) is rejected. This finding empirically shows that the improvement in the quality of services provided by the Bonde Village Office apparatus directly contributes to the increase in the level of community satisfaction with the public services they receive.

These results also strengthen the basic premise in public service management theory, that service quality that includes the dimensions of punctuality, clarity of information, politeness, and problem-solving ability directly affect public perception and assessment of the performance of service institutions. In the context of the Bonde Village Office, these results are proof that the community responds positively to improving the quality of service which may be realized in the form of more efficient service procedures, information disclosure, or responsiveness of village officials in responding to community needs.

Theoretically and empirically, the results of this study are in line with the findings of Puspitasari and Ferdinand (2018) who examined the influence of product quality and service quality on customer satisfaction in Nokia users in Semarang. The study states that consumers' subjective experiences of the services received, both positively and negatively, play a major role in shaping overall satisfaction. Similarly, in the context of public services in the village, the community's experience when interacting with village officials also forms a perception of satisfaction that is individual but has a collective impact on the image of village institutions.

This finding is also supported by research by Maramis, et al. (2018) which examines the influence of product quality, price, and service on customer satisfaction at PT. Manado Water. They concluded that service quality is one of the dominant factors in influencing consumer satisfaction. In the context of this research, it can be said that the Bonde Village Office has the potential to continue to increase community trust and satisfaction through strengthening service quality standards in a sustainable manner. This research also provides an important basis for policymaking at the village level to focus on efforts to improve services that have a direct impact on public welfare and satisfaction.

VI. CONCLUSION

Based on the results of the research conducted at the Bonde Village Office, Majene Regency, it can be concluded that the Service Quality variable (X) is proven to have a positive and significant influence on the Community Satisfaction variable (Y). These findings were obtained from the results of *the t-test* which showed a significance value of less than 0.05, which means that statistically there is a real relationship between the quality of service and the level of community satisfaction. Thus, the alternative hypothesis (H1) is accepted and the null hypothesis (H0) is rejected. This means that the higher the quality of services provided by village office officers, the higher the level of satisfaction of the people who receive these services.

This conclusion strengthens the theory of public services which states that service quality is the main indicator in measuring the success of a service institution, both at the central and regional levels. In line with this, research by Windy Wardani (2016) also shows that there is a significant influence between service quality and community satisfaction levels, especially in the context of land services. In his research on the issuance of land certificates, it was found that people tend to feel satisfied when the service process is carried out quickly, clearly, and transparently. Thus, the conclusions of this study at the Bonde Village Office have strong relevance to the previous literature.

Before drawing this conclusion, it is important to first understand the actual conditions on the ground. The Bonde Village Office provides various types of population administration services, such as the management of ID cards, family cards, birth certificates, deaths, and other documents. In addition, village offices also play a role in distributing social programs from the central and regional governments. All of these types of services require a standardized, responsive, and transparent process so that the public feels satisfied and well served.

The service conditions at the Bonde Village Office are also supported by the availability of adequate facilities and infrastructure. The village office has a clean, comfortable, and well-organized service room. Supporting facilities such as computers and internet connections are adequate to support the administration system that has begun to be electronic-based. Furthermore, personal factors, such as friendliness, professional attitude, and the skill of officers in providing information and completing services, are also important aspects in building community satisfaction.

However, even though the facilities and infrastructure available are quite good, there is still room for improvement. Some facilities may require updates to keep up with technology and speed up the service process. This is in line with the opinion of Agung and Siswi (2019) in their research entitled "The Practice of the Influence of Employee Competency and Archival Infrastructure on the Effectiveness of Dynamic Archive Management in Village Offices in Gunungpati District, Semarang City." The research confirms that adequate infrastructure has a significant influence on the effectiveness of administrative and public service management.

Overall, the results of this study make an important contribution to understanding that improving the quality of public services at the village level, both in terms of technical, infrastructure, and human resources, is the main key

in increasing community satisfaction. The Bonde Village Office can be an example for other villages in managing effective public services and oriented towards citizen satisfaction.

SUGGESTION

Based on the results of research that shows that there is a positive and significant influence between service quality and community satisfaction at the Bonde Village Office, it is recommended that the village government continue to make efforts to improve and innovate in the implementation of public services. First, from the aspect of human resources, it is necessary to increase the capacity of village apparatus through periodic training on excellent service, public service ethics, and mastery of information technology that supports digital-based administrative services. Second, in terms of facilities and infrastructure, although they are quite adequate, there is a need for regular facility updates so that the service process runs more efficiently and modernly, for example by developing an electronic queue system or online services for certain certificates. Third, strengthening the public complaint management system also needs to be a concern, so that the public has an easy and responsive channel to submit complaints or suggestions related to services. This will create a constructive two-way relationship between the community and the village government.

In addition, the disclosure of service information must continue to be improved by installing information boards or digital banners regarding service procedures and times to reduce uncertainty in the service process. The last suggestion is the importance of periodic monitoring and evaluation of service performance involving community participation as service users, to ensure that the quality of service continues to improve and community satisfaction is maintained in a sustainable manner.

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