
(Original Article)

The Effect of Civil Servants' Service Quality on Public Satisfaction at the Regional Agency for National Unity and Politics of Tabalong Regency

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Abstract : *This study examines the effect of apparatus service quality on community satisfaction at the National Unity and Politics Agency (Bakesbangpol) of Tabalong Regency, specifically in the context of the Registered Certificate (Surat Keterangan Terdaftar/SKT) service. Service quality was measured using the SERVQUAL model encompassing five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. A quantitative approach with multiple linear regression analysis was employed. The research involved 59 respondents selected from the community who had received SKT services. Data were collected through structured questionnaires and analyzed using SPSS version 26. The results reveal that: (1) partially, tangibles ($t=2.491$, $sig.=0.016$), responsiveness ($t=2.585$, $sig.=0.013$), and assurance ($t=3.275$, $sig.=0.002$) have a positive and significant effect on community satisfaction, while reliability ($t=-1.308$, $sig.=0.197$) and empathy ($t=-0.440$, $sig.=0.661$) do not have a significant effect; (2) simultaneously, all five dimensions significantly influence community satisfaction ($F=12.931$, $sig.=0.000$); and (3) assurance is the dominant variable influencing community satisfaction with a standardized coefficient of 0.681. These findings emphasize the importance of enhancing staff competence, trustworthiness, and service assurance to improve public satisfaction in government administrative services.*

Keywords: *service quality; community satisfaction; SERVQUAL; public administration*

1. Introduction

Public service quality has become one of the principal indicators of government performance in the era of public sector reform and good governance. The increasing expectations of citizens for transparent, efficient, and responsive public services have encouraged government institutions to continuously improve their service delivery systems. In Indonesia, public service provision is recognised as a fundamental obligation of government institutions, as stipulated in Law No. 25 of 2009 on Public Services. The law emphasises that public services should be delivered in a manner that guarantees citizens' rights and promotes public satisfaction. Consequently, public satisfaction has emerged as a critical measure of the effectiveness and accountability of public sector organisations.

In the field of public administration, service quality is widely acknowledged as a key determinant of public satisfaction. According to Tjiptono (2016), service quality is reflected in the extent to which the services provided meet or exceed users' expectations. The SERVQUAL model developed by Parasuraman, Zeithaml, and Berry remains one of the most widely adopted frameworks for measuring service quality. This model consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions provide a comprehensive framework for assessing the quality of interactions between service providers and service users. Previous studies have consistently shown that improvements in service quality contribute positively to citizen satisfaction, trust, and perceptions of government performance.

The Regional Agency for National Unity and Politics (*Badan Kesatuan Bangsa dan Politik*, Bakesbangpol) of Tabalong Regency is a local government institution responsible for maintaining national unity, political stability, and community organisation administration. One of its essential public services is the issuance of the Certificate of Registration (*Surat Keterangan Terdaftar*, SKT) for community organisations. This service plays a strategic role because it provides legal recognition for community organisations operating within the regency. Given the importance of this administrative service, the quality of service delivery is expected to influence the level of satisfaction experienced by service users. However, public service delivery in government institutions often faces challenges related to administrative procedures, responsiveness, service facilities, and communication between officials and service users, which may affect public perceptions of service quality.

Previous empirical studies have produced inconsistent findings regarding the relationship between service quality dimensions and public satisfaction. Herawati (2022) found that reliability and responsiveness significantly influenced public satisfaction, whereas tangibles, assurance, and empathy did not have significant effects. Conversely, Gama Putra (2015) reported that all five SERVQUAL dimensions simultaneously influenced public satisfaction. These differing findings indicate that the effect of service quality dimensions may vary across organisational settings and service characteristics. Such inconsistencies highlight the need for further investigation within specific public service contexts, particularly in local government institutions that provide administrative services to community organisations.

Despite the growing body of literature on public service quality, limited research has specifically examined the influence of service quality dimensions on public satisfaction with SKT services provided by Bakesbangpol. This gap is important because the characteristics of administrative services delivered by Bakesbangpol differ from those of other public service sectors, such as healthcare, education, or licensing services. Therefore, understanding which dimensions of service quality

most strongly influence public satisfaction is essential for developing effective service improvement strategies.

Based on these considerations, this study aims to analyse the effect of service quality on public satisfaction in the SKT service at the Regional Agency for National Unity and Politics of Tabalong Regency. Specifically, the study examines the partial effect of each SERVQUAL dimension on public satisfaction, the simultaneous effect of all service quality dimensions, and the most dominant dimension influencing public satisfaction. The findings are expected to contribute to the development of public service management literature and provide practical recommendations for improving service quality and citizen satisfaction in local government institutions.

2. Method

This study employed a quantitative approach using an explanatory research design to examine the effect of service quality dimensions on public satisfaction. The research was conducted at the Regional Agency for National Unity and Politics (*Badan Kesatuan Bangsa dan Politik*, Bakesbangpol) of Tabalong Regency, South Kalimantan, Indonesia, between August and December 2023.

The population consisted of all citizens who utilised the Certificate of Registration (*Surat Keterangan Terdaftar*, SKT) service provided by Bakesbangpol Tabalong Regency. A purposive sampling technique was employed to select respondents who had directly experienced the service process. A total of 59 respondents participated in the study, which was considered adequate for multiple linear regression analysis involving five independent variables.

The independent variable was service quality, operationalised through the five dimensions of the SERVQUAL model: tangibles, reliability, responsiveness, assurance, and empathy. Tangibles were measured using six indicators related to physical facilities, equipment, and the appearance of personnel. Reliability comprised six indicators reflecting service accuracy, consistency, and timeliness. Responsiveness was measured through six indicators associated with promptness and willingness to assist service users. Assurance included six indicators concerning staff competence, courtesy, and trustworthiness. Empathy was assessed using five indicators related to individual attention, communication, and understanding of users' needs. The dependent variable, public satisfaction, was measured using thirteen indicators. All variables were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Instrument validity was examined using Pearson's product-moment correlation, with an item considered valid when the calculated correlation coefficient exceeded the critical value ($r = 0.2564$, $\alpha = 0.05$, $n = 59$). Reliability was assessed using Cronbach's Alpha, with a threshold value of

0.60 indicating acceptable internal consistency. Prior to hypothesis testing, classical assumption tests were conducted, including normality testing using the Kolmogorov–Smirnov test, heteroscedasticity testing through scatterplot analysis, and multicollinearity testing using tolerance and Variance Inflation Factor (VIF) values.

Hypotheses were tested using multiple linear regression analysis. Partial effects were examined through the t-test, while the simultaneous effect of all independent variables was assessed using the F-test at a significance level of 5%. The dominant dimension of service quality influencing public satisfaction was identified through the standardised beta coefficient. All statistical analyses were performed using IBM SPSS Statistics version 26.

3. Results And Discussion

Respondent Characteristics

The demographic profile of the 59 respondents indicates that the majority were aged between 26 and 35 years (35.59%), male (54.24%), held a bachelor's degree (40.68%), and worked in the private sector (54.24%). These characteristics suggest that most users of the Certificate of Registration (*Surat Keterangan Terdaftar*, SKT) service are individuals of productive age who require organisational legality for professional and community-related activities. This profile reflects the strategic importance of efficient public administrative services in supporting civic participation and organisational governance.

Descriptive Statistics

The descriptive analysis revealed that respondents generally perceived the quality of services provided by Bakesbangpol positively. The mean scores for all service quality dimensions ranged from 3.44 to 4.15 on a five-point Likert scale. Among the SERVQUAL dimensions, assurance obtained the highest mean score (23.63), followed by tangibles (22.27) and reliability (22.10). In contrast, responsiveness recorded the lowest mean score (21.66), suggesting that the promptness of service delivery remains an area requiring improvement. The average public satisfaction score was 46.83 out of a maximum possible score of 65, indicating that service users were generally satisfied with the SKT service.

Instrument Testing and Classical Assumptions

The validity test showed that all questionnaire items had correlation coefficients exceeding the critical value of 0.2564, confirming that all indicators were valid measures of their respective constructs. Reliability testing further demonstrated strong internal consistency, with Cronbach's Alpha values ranging from 0.864 to 0.953 for the independent variables and 0.865 for public satisfaction. These results indicate that the research instrument was both valid and reliable.

The regression model also satisfied the required classical assumptions. The Kolmogorov–Smirnov test produced an Asymp. Sig. value of 0.200, indicating that the data were normally distributed. Scatterplot analysis revealed no evidence of heteroscedasticity, while all Variance Inflation Factor (VIF) values were below the threshold of 10 and tolerance values exceeded 0.10. Therefore, the model was considered free from multicollinearity problems and suitable for multiple regression analysis.

Effects of Service Quality Dimensions on Public Satisfaction

The multiple linear regression analysis produced the following equation:

$$Y = 6.000 + 0.529X_1 - 0.289X_2 + 0.500X_3 + 1.169X_4 - 0.155X_5 + e$$

The results indicate that the dimensions of tangibles, responsiveness, and assurance have positive effects on public satisfaction, whereas reliability and empathy exhibit negative coefficients and do not significantly influence satisfaction. The partial hypothesis testing showed that tangibles significantly affected public satisfaction ($t = 2.491$; $p = 0.016$). This finding suggests that physical facilities, service infrastructure, and the professional appearance of staff contribute positively to citizens' perceptions of service quality. Adequate facilities create a favourable service environment that enhances users' overall satisfaction.

Responsiveness was also found to have a significant positive effect on public satisfaction ($t = 2.585$; $p = 0.013$). This result demonstrates that the willingness of staff to respond promptly to citizens' needs and provide timely assistance plays an important role in shaping positive service experiences. The finding supports previous studies by Herawati (2022) and Putra (2015), both of which identified responsiveness as a significant determinant of public satisfaction. In public service settings, prompt responses and effective communication often serve as indicators of organisational commitment to serving citizens.

The strongest influence was observed in the assurance dimension ($t = 3.275$; $p = 0.002$), which emerged as the most significant predictor of public satisfaction. This finding indicates that staff competence, courtesy, professionalism, and the ability to inspire trust are the most critical aspects influencing citizens' evaluations of SKT services. Administrative services involving legal recognition and official documentation require a high level of confidence in service providers. Therefore, citizens place considerable value on the credibility and expertise of public officials when assessing service quality.

Conversely, reliability ($t = -1.308$; $p = 0.197$) and empathy ($t = -0.440$; $p = 0.661$) did not significantly affect public satisfaction. The non-significant effect of reliability may reflect gaps between expected and actual service performance, particularly regarding service speed and consistency. Similarly, the insignificant effect of empathy suggests that interpersonal attention and friendliness alone are

insufficient to influence satisfaction unless accompanied by efficient and trustworthy service delivery. These findings imply that citizens prioritise outcomes and procedural certainty over personalised interactions when accessing administrative services.

Simultaneous Effect of Service Quality Dimensions

The simultaneous hypothesis test produced an F-value of 12.931 with a significance level of 0.000, indicating that the five SERVQUAL dimensions jointly influence public satisfaction. This result confirms that service quality should be understood as a multidimensional construct in which various aspects of service delivery collectively shape citizens' evaluations. The finding is consistent with previous studies demonstrating that the combined effect of service quality dimensions significantly determines public satisfaction in government institutions.

Dominant Variable Analysis

The standardised beta coefficients revealed that assurance was the most dominant variable influencing public satisfaction ($\beta = 0.681$), followed by tangibles ($\beta = 0.319$) and responsiveness ($\beta = 0.269$). The dominance of assurance highlights the importance of trust, competence, and professionalism in public administration. In the context of SKT services, citizens appear to place greater emphasis on the credibility and capability of public officials than on physical facilities or service speed alone. This finding supports public service theories that identify trust and accountability as central elements of effective governance and citizen satisfaction.

Integrative Discussion

Overall, the findings demonstrate that public satisfaction with SKT services at Bakesbangpol Tabalong Regency is influenced primarily by assurance, responsiveness, and tangibles. The dominance of assurance confirms that citizens expect public officials to possess adequate competence, integrity, and professionalism when delivering administrative services. Meanwhile, the significance of responsiveness and tangibles indicates that service quality is also shaped by operational efficiency and the availability of supporting facilities.

The absence of significant effects for reliability and empathy suggests that not all SERVQUAL dimensions contribute equally within the context of administrative public services. Citizens may perceive reliable procedures and courteous behaviour as basic expectations rather than factors that generate additional satisfaction. Consequently, improving public satisfaction requires not only maintaining procedural standards but also strengthening the credibility, responsiveness, and professional capacity of service personnel. These findings contribute to the literature on public service

management by demonstrating the continued relevance of the SERVQUAL framework in assessing service quality within local government institutions.

4. Conclusion

Based on the findings of this study, three main conclusions can be drawn. First, the partial regression analysis revealed that the dimensions of tangibles, responsiveness, and assurance have a positive and significant effect on public satisfaction with the Certificate of Registration (SKT) service at the Regional Agency for National Unity and Politics (Bakesbangpol) of Tabalong Regency. In contrast, the dimensions of reliability and empathy were found to have no significant effect on public satisfaction. These findings indicate that citizens place greater importance on physical facilities, service responsiveness, and the competence and credibility of service personnel when evaluating public services.

Second, the simultaneous analysis demonstrated that all five SERVQUAL dimensions jointly have a significant effect on public satisfaction. This result confirms that service quality is a multidimensional construct and that improvements in public satisfaction require a comprehensive approach that addresses all aspects of service delivery rather than focusing on a single dimension. The findings reinforce the relevance of the SERVQUAL framework in evaluating service quality within public sector organisations.

Third, assurance emerged as the most dominant determinant of public satisfaction, as indicated by the highest standardised beta coefficient ($\beta = 0.681$). This finding highlights the critical role of staff competence, professionalism, integrity, and the ability to build public trust in shaping citizens' perceptions of service quality. In administrative services involving organisational legality and official documentation, public confidence in service providers becomes a key factor influencing satisfaction.

Based on these findings, Bakesbangpol Tabalong Regency is encouraged to prioritise continuous staff training and professional development programmes to strengthen the assurance dimension. Efforts should also be directed towards improving service consistency through stricter implementation of standard operating procedures, enhancing communication and interpersonal skills to foster empathy, and maintaining the quality of physical facilities and service responsiveness that have been shown to contribute significantly to public satisfaction. Future studies are recommended to expand the research population, incorporate mediating or moderating variables, and employ mixed-methods approaches to provide a more comprehensive understanding of public service quality and citizen satisfaction.

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