

THE EFFECT OF PUBLIC SERVICE QUALITY ON COMMUNITY SATISFACTION IN THE ANALYSIS OF SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

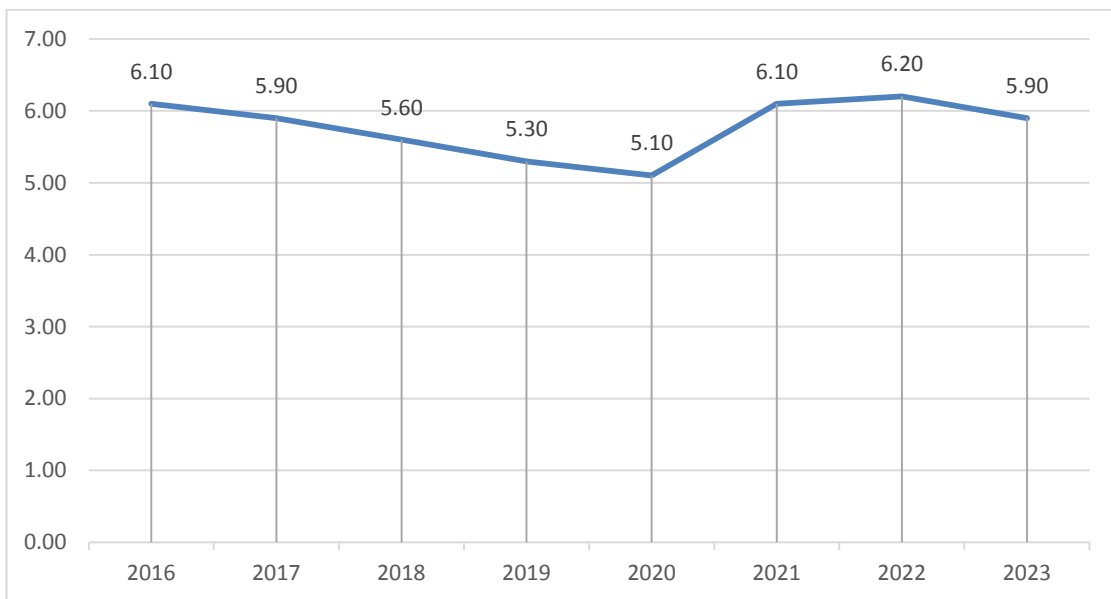
The level of public satisfaction is a benchmark for assessing the quality of public service delivery in a country. In this study, the five dimensions of service quality include tangibles, reliability, responsiveness, assurance, and empathy. This study examines the relationship between public service quality as the independent variable and community satisfaction as the dependent variable. In more detail, service quality is broken down into five dimensions that eventually become separate dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. Using the systematic literature review method, studies published from 2018 to 2023 were analyzed. In determining the inclusion and exclusion criteria for studies obtained from the database, this study used the criteria of population, intervention, comparator, and type of study. This research found that ten of the 17 studies reviewed stated that the five dimensions of quality partially affect public satisfaction. This research limited the studies to public agencies including ministries or agencies, functional departments, specialized agencies, and state-owned enterprises (SOEs).

Keywords: *Public Organizations, Satisfaction, Quality of Service, Public Service*

A. INTRODUCTION

The state as a public organization is present in an effort to protect society. In this case, the state has an obligation to meet the needs and expectations of society in the form of public services. Rahayu et al define public services from five dimensions, 1) public services always link the interaction between the government (service providers) and the community (service recipients); 2) the government provides public services through the duties of the state bureaucracy or civil apparatus; 3) financing comes from the allocation of tax revenues; 4) political processes and mechanisms will be carried out in determining tariffs between the executive (government) and legislative (DPR) institutions; and 5) public services can be goods, services, or a combination of the two. Public services are generally carried out as a form of state responsibility. In this case, the state strives to provide the best quality of public services for its people.(2022)

The Global Economy has measured the quality of public services in the world with more than 150 countries measured. The public service indicators used in the measurement refer to the presence of the state in the provision of essential and vital services such as health, education, sanitation, transportation, infrastructure, electricity, internet and connectivity. The Global Economy Index for Public Services also uses indicators of countries' ability to protect communities from threats of violence and terrorism through effective policy implementation. The measurement carried out has a negative intention which means that the higher the value obtained from the measurement of the indicator, the worse the quality of public services in the country.(2023)



Graph 1. Quality of Public Services in Indonesia 2007 – 2023

Source: The Global Economy, (2023)

Measurements of the quality of public services in Indonesia from 2016 – 2023 show that there has not been a significant change, even there tends to be no improvement. A significant change occurred in 2020 with 5.1 points earned. But unfortunately, Indonesia in 2023 will get a score of 5.90 points for the quality of public services. This value is quite far adrift when compared to Japan as a country that has the best quality of public services with 1.8 points. Furthermore, as of 2023 the average global value of public services is 5.43. Points. This shows that the quality of public services in Indonesia is still far below the average owned by other countries.

Public services in Indonesia that are undervalued and even continue to be degraded have various factors behind it. Indonesia as a developing country certainly has a variety of complex factors in the process of policy implementation and weak administration. Dwiyanto et al (2021) mentioned several factors that cause the degradation of public services in Indonesia, including bureaucrats who are too power-oriented, causing them to lose their way in efforts to complete the mission of public services; placement of bureaucrats and officials as rulers rather

than public servants; the rise of paternalistic culture; limited access to public services; widespread *KKN* practices (Corruption, Collusion, and Nepotism); and Low the ability of bureaucracy to respond to the environment.

Legally, the quality of public services is regulated in the *Undang-Undang Nomor 25 Tahun 2009 tentang Pelayanan Publik* (Law Number 25 of 2009 concerning Public Services). In the Law, it is stated that public services are activities/series of fulfilling service needs for citizens and residents in the form of goods, services, and/or administrative services. In its implementation, the government establishes Service Standards as a benchmark and guideline in the implementation of public services. Minimum Service Standards (*SPM*) are contained in the *Peraturan Menteri Dalam Negeri Nomor 59 Tahun 2021 tentang Penerapan Standar Pelayanan Minimal* (Minister of Home Affairs Regulation Number 59 of 2021 concerning the Application of Minimum Service Standards). Every public service provider is obliged to meet 14 components of service standards which include 1) legal basis; 2) requirements in the implementation of public services; 3) systems, mechanisms, and procedures; 4) the timeframe for completion; 5) fees/rates; 6) service products; 7) service; 8) competence of the executor; 9) internal control; 10) handling of complaints; 11) the number of executors; 12) service guarantees; 13) security and security guarantees; and 14) evaluation of implementation performance. (Rachmatullah, 2019)

Furthermore, in measuring the quality of public services, one of the things that can be measured is community satisfaction. This is considering that the community is a recipient of services and also as an object in the administration of the state. That way, the state needs a response to the delivery of public services. The level of public satisfaction can be used as a reference regarding the quality of public services. In the *Peraturan Menteri Pendayagunaan Aparatur Negara dan Reformasi Birokrasi Republik Indonesia Nomor 14 Tahun 2017 tentang Pedoman Penyusunan Survei Kepuasan Masyarakat Unit Penyelenggara Pelayanan Publik* (Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for the Preparation of Community Satisfaction Surveys for Public Service Organizing Units), it is stated that each government service unit is required to conduct a service satisfaction survey and publish the results of the survey. The survey is in an effort to improve and improve the quality of public service delivery.

The quality of public services can be affected by a variety of factors. According to Parasuraman et al (1988), there are five factors that affect the quality of public services, that is tangibles, reliability, responsiveness, assurance, and empathy. Tangibles are factors that include things that look like the physical facilities, equipment, and personal appearance of public servants. Reliability includes the ability to perform services in accordance with applicable provisions reliably and accurately. Responsiveness is a commitment to help the community and provide fast service. Assurance is the knowledge and understanding of public servants to create comfort and trust in the services provided. Then empathy is the attention given by individual servants to the services provided to the community.

Research by Veranita and Hatimatunnisani (2021) found that the overall dimensions of public service quality are reliability, assurance, tangibles, empathy, and responsiveness. All of these factors have proven to have a significant impact on the level of community satisfaction. This significant influence is positive, so that every increase in the five dimensions will be in line with the increase that occurs in the level of community satisfaction. Furthermore, in a study conducted by Sabatini et al., (2023) only found that the reliability factor had a significant effect on the level of community satisfaction. In line with this, the results of a study that has been conducted by Sitanggang et al (2020), also only found the reliability dimension that has a significant influence on the level of community satisfaction.

Although Parasuraman states that there are five dimensions that affect community satisfaction, in fact not all dimensions affect community satisfaction. As research conducted by (Leviyanto, 2018) found that of the five dimensions of public service quality, there is one dimension that has a negative correlation to public satisfaction, namely the assurance dimension. Therefore, this study hypothesizes that the level of quality of public services can affect public satisfaction. This study tries to test the significance of the relationship between the independent variable in the form of public service quality and the dependent variable, namely community satisfaction. Furthermore, this researcher will try to compile several studies on the quality of public services with the level of public satisfaction carried out in the past five years, namely 2018 – 2023. So that results will be found regarding the relationship between the two variables as a whole.

B. METHODS

This study uses systematic literature review (SLR) method to identify the significance of the impact of service quality on community satisfaction. SLR is performed systematically by following well-defined protocols and stages to avoid bias and improve accuracy (Delgado-Rodríguez & Sillero-Arenas, 2018). Data collection is carried out comprehensively from various relevant studies that have been published within a certain period of time (Richardson et al., 2013). Each selected literature is critically evaluated to ensure the quality of the evidence and its relevance to the research question (Aromataris & Pearson, 2014). There are three main stages in conducting SLR, namely literature search, determination of inclusion and exclusion criteria, and selection and assessment of study quality (Pickering et al., 2021).

The first stage was carried out by researchers by limiting the publication time of the study five years back, 2018 to 2023, from the Google Scholar database. Researchers used the keywords "quality of public service", "significant", and "satisfaction" in their search for studies through the database. The second stage is carried out by researchers by setting inclusion and exclusion criteria based on population, intervention, comparator, and study design criteria (CRD, 2009). The population specified in the inclusion criteria, namely public bodies in the form of ministries or agencies, functional departments, special institutions, and state-owned enterprises (SOEs). The inclusion criteria set next are the quality of service as an intervention. Meanwhile, various forms of comparison, both the

presence and absence of comparison groups, are the next inclusion criteria. Researchers also set community satisfaction as an outcome inclusion criterion (Schacter, 2000) in the study selection process. Quantitative studies are also established as inclusion criteria. Indonesian-language studies are also a criterion for inclusion in the selection process carried out.

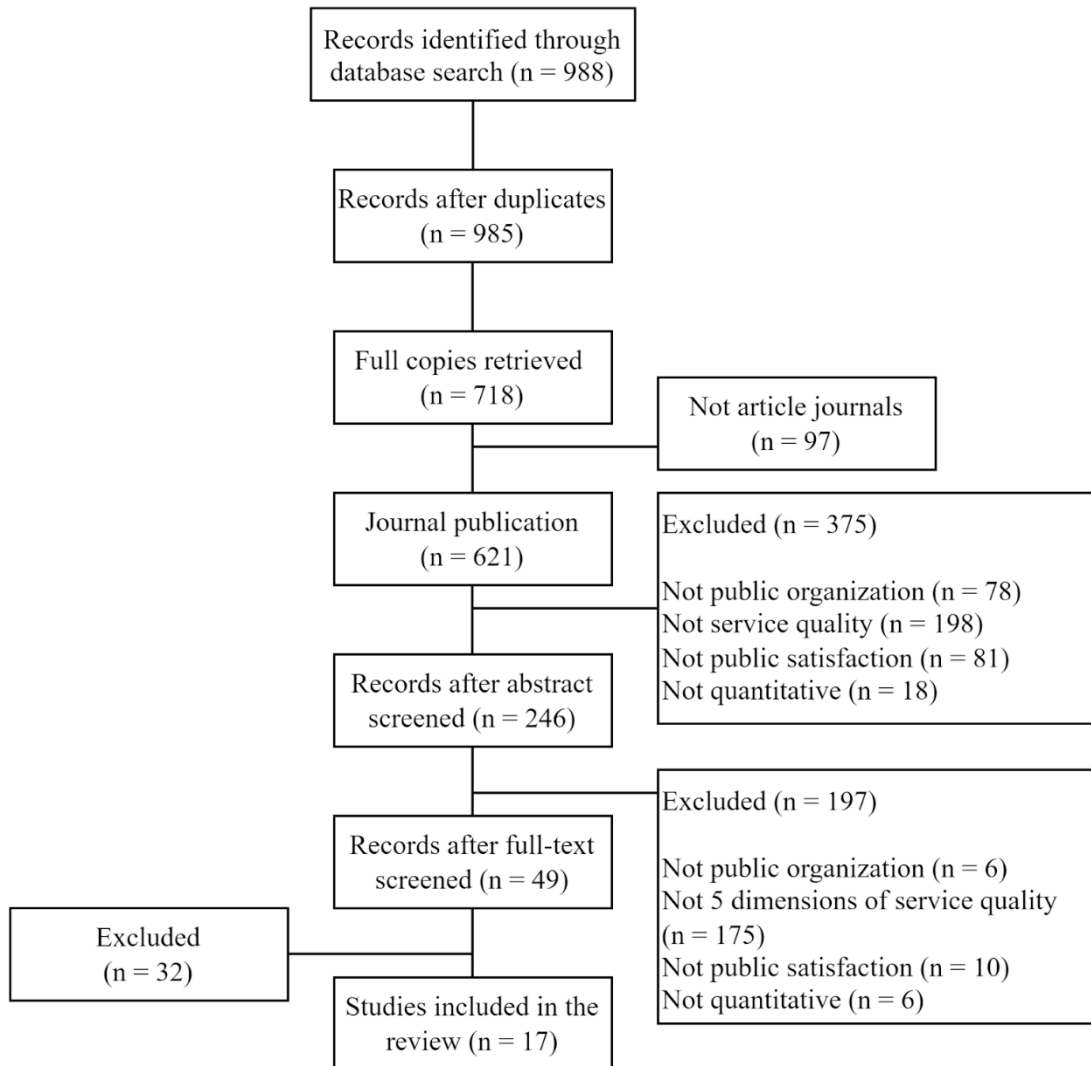


Chart 1. Study Selection Process

Source: Processed Researcher, 2023

Researchers found a total of 988 studies from a predetermined database in conducting the third phase. Study selection is usually carried out into two stages, namely content and abstract selection and full study selection (Lame, 2019). After excluding duplicate studies, researchers obtained a total of 985 studies which were further selected for content and abstract in accordance with predetermined inclusion and exclusion criteria. After obtaining 246 studies, researchers made a full selection of studies according to inclusion and exclusion criteria so that they

got 49 studies. The researcher then conducted a quality selection based on journal accreditation where the study was published with restrictions on Sinta accredited journals until 17 studies were obtained conducted by SLR to look for similarities between the studies obtained (Lai, 2011).

C. RESULTS AND DISCUSSION

RESULT

The seventeen studies reviewed had service quality as an independent variable that influenced satisfaction as the dependent variable. In more detail, the service quality variables in the seventeen articles are divided into five dimensions which ultimately become five independent variables of their own, namely reliability, assurance, tangibles, empathy, and responsiveness. The t (partial) test is carried out by each study reviewed to determine the significance of each independent variable against the dependent variable (satisfaction) so that a mapping such as Table 1 is obtained. Furthermore, the F test (simultaneous) was also carried out by each study to determine the effect of the five independent variables simultaneously on the dependent variable (satisfaction). All studies found that the five independent variables, namely reliability, assurance, tangibles, empathy, and responsiveness together affect the dependent variable (satisfaction).

Table 1. Mapping the Significance of Each Dimension of Service Quality to Satisfaction

Writer	Dimensions of Public Service Quality				
	Reliability	Assurance	Tangible	Empathy	Responsiveness
(Veranita & Hatimatunnisani, 2021)	√	√	√	√	√
(Alfionita & Gunawan, 2020)	√	√	√	√	√
(Herawati et al., 2022)	√				√
(Sonani & Yulia, 2021)	√	√	√	√	√
(Hasbullah, 2021)	√	√	√	√	√
(Sabatini et al., 2023)	√				
(Seles & Armia, 2021)	√	√	√	√	√
(Sitanggang et al., 2020)	√				
(Febrian, 2020)	√	√	√	√	√
(Haris, 2019)	√	√	√	√	√
(Permana & Jaya, 2018)	√	√	√	√	√
(Sumardin, 2020)	√	√		√	
(Pramuditha, 2021)		√	√		
(Sulistyanto, 2020)	√	√	√	√	√
(Zulkifli, 2019)			√		
(Harianto & Haslinda, 2018)	√				√
(Wattimena, 2021)	√	√	√	√	√

Source: Processed Researcher, 2023

DISCUSSION

The results of research obtained from 17 studies with a period of 2018 to 2023 show that there are five factors that affect the level of community satisfaction. Of the 17 studies, ten studies said that the five factors of public service quality had a significant influence on the level of public satisfaction. While the other five studies show that factors that affect the quality of community services do not fully affect the level of community satisfaction.

The Relationship between the Reliability Dimension and Community Satisfaction

Dimension Reliability in service quality includes the ability of service providers to provide services in accordance with the provisions reliably and accurately (Parasuraman et al., 1988). 15 out of 17 studies found that reliability significantly affect satisfaction. Indicators primarily used to measure reliability dimension is the accuracy (Harianto & Haslinda, 2018; Sabatini et al., 2023; Veranita & Hatimatunnisani, 2021). The accuracy in questionnaire includes the accuracy of time and service. In terms of accuracy, the public is satisfied if services are provided by public servants who are firm and appropriate in the application of related service regulations (Sulistyanto, 2020). The community is also satisfied if services are provided responsibly (Harianto & Haslinda, 2018).

The Relationship between the Assurance Dimension and Community Satisfaction

The assurance dimension is a dimension that looks at the quality of public services in terms of the ability of public service providers. Parasuraman et., al (1988) mentioned that the assurance dimension is a dimension that assesses the readiness of public service providers in terms of knowledge and ability of public service implementers in building public trust. This dimension contains components in the form of communication, credibility, security, competence, politeness, understanding of recipients of public services (society) and accessibility.

In the research found, there were 12 out of 17 studies that found that assurance had a significant effect on community satisfaction. The indicator used in measuring these dimensions is in terms of the readiness of service personnel (Febrian, 2020; Hasbullah, 2021; Veranita & Hatimatunnisani, 2021). The readiness of service officers includes the ability of employees to foster a sense of trust through the application of indicators in the form of communication, credibility, security, competence, and courtesy. In terms of assurance, the public feels that the public services that have been provided have been guaranteed because the level of quality of public services is increasing through the good attitude of the ability shown by policy service employees. (Haris, 2019; Permana & Jaya, 2018; Sitanggang et Al. 2020; Sulistyanto, 2020)

Furthermore, five out of 17 studies showed that the assurance dimension did not have a significant effect on people's satisfaction levels. This is due to the speed of service that is still considered not to meet applicable standards (Herawati et Al., 2022). The relationship between the assurance dimension and community satisfaction is negative. The study found by Harianto & Haslinda

(2018) shows that for every 0.022 increase in the assurance dimension, there will be a decrease in public satisfaction by 0.022.

The Relationship between Tangibles Dimension and Community Satisfaction

Dimension tangibles is a dimension that measures public services in terms of tangible physical forms that can be in the form of goods and or services, this also includes equipment, equipment, and employee appearance (Parasuraman et al., 1988). This dimension not only assesses physical evidence in the form of goods, but also includes physical evidence of services that can be in the form of physical facilities, equipment that can be used, or physical receptivities of services. (Haris, 2019; Sulistyanto, 2020; Wattimena, 2021)

Based on the results of the studies found, 12 out of 17 studies revealed that there was a significant influence between the tangible dimension and positive community satisfaction. This means that if there is an increase in the tangible dimension, there will be an increase in the level of community satisfaction (Febrian, 2020; Haris, 2019; Sumardin, 2020). The assessment also includes physical services in the form of ease of access and affordability.

The results of the study also revealed that 5 out of 17 studies showed no significant influence between tangibles dimensions and the level of community satisfaction. The value found between the two variables is negative, so an increase in one variable will cause the other variable to decrease. Research shows that there are lack of facilities, inadequate facilities, and difficult to reach existing facilities (Harianto & Haslinda, 2018; Sabatini Et al., 2023).

The Relationship between the Empathy Dimension and Community Satisfaction

The Empathy dimension is a dimension that assesses that public services have a standard of service derived from the sincere individual concern of public servants and the ability to understand the needs and time of operation that is right for the community (Parasurama et al., 1988). This dimension has the same indicator as the dimension Assurance, namely communication, credibility, security, competence, courtesy, understanding of recipients of public services (society) and accessibility. It's just that the difference between the two dimensions. For dimensions Assurance Emphasis on the concern and sincerity of individuals to carry out public service activities, while the dimension Assurance More emphasis is placed on the ability of individuals to build public trust.

Eleven of the 17 studies revealed that dimensions Empathy has a significant influence on the level of public satisfaction. This leads to the attitude and sincerity of employees in doing services so that the community feels satisfied. Studies show that data on the responsiveness of public service employees shown through the level of care – including friendliness – has provided positive results on the relationship between the assurance dimension and the level of community satisfaction (Hasbullah, 2021; Sonani & Yulia, 2021; Veranita & Hatimatunnisani, 2021)

Furthermore, 6 out of 17 studies showed that the empathy dimension did not have a significant influence on people's satisfaction levels. This is considering the behavior received by the public from public service officers who are considered lacking. Studies show a lack of individualism and lack of coaching, counseling

from public servants, and discriminatory attitudes accepted by society (Hasbullah, 2021; Sulistyanto, 2020; Zulkifli, 2019).

The Relationship between the Responsiveness Dimension and Community Satisfaction

The dimension of responsiveness in the quality of public services is manifested in the willingness of service providers to help the community and provide careful services. 12 of the 17 studies reviewed found that responsiveness had a significant effect on satisfaction. The dimension of responsiveness is manifested in the responsiveness of service providers to the needs of service recipients layanan (Alfionita & Gunawan, 2020; Sonani & Yulia, 2021; Veranita & Hatimatunnisani, 2021). According to one study, Alfionita and Gunawan (2020), even the dimension of responsiveness is the dimension of public service quality that most affects public satisfaction. Therefore, the community feels satisfied to be served if service providers are able to respond quickly and carefully to their needs and problems.

An important aspect of this study is its focus on the responsiveness component, which is in line with current trends in public administration literature that highlight agility and adaptation in public service. This is supported by the findings of Alfionita & Gunawan (2020) and Sonani & Yulia (2021), which demonstrate the requirements of a quickly evolving and heterogeneous society. Moreover, this study questions conventional linear models of service quality and satisfaction by examining cases when higher assurance resulted in lower satisfaction, indicating a more intricate interaction of components.

D. CONCLUSION

Public satisfaction is influenced by the quality of service. There are five dimensions in the quality of public services, namely tangibles, reliability, responsiveness, assurance, and empathy. Of the five dimensions, responsiveness was obtained as the dimension with a partially significant effect on community satisfaction which was most commonly found by the studies studied. 15 out of 17 studies found that responsiveness had a partially significant effect on community satisfaction. Meanwhile, empathy was obtained as a dimension with a partially significant effect on community satisfaction that was least found by the studies studied. 15 out of 17 studies found that responsiveness had a partially significant effect on community satisfaction.

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