

## **The Influence of the Effect of Service Quality and Employee Performance on Community Satisfaction in the Population and Civil Registry Service of Padang City**

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### **Abstract**

In the performance evaluation process in public services, satisfaction measurement is an important element services where to provide better, more efficient, and more effective services is the ultimate goal based on community needs. It is expected that the Population and Civil Registry Service of Padang City can provide the best quality service so that the public of Padang who need it will feel satisfied with the services provided. This study aims to look at the effect of service quality and employee performance on community satisfaction at the Population and Civil Registry Service of Padang City. Quantitative method is a method used in this study with the aim to determine the effect or relationship between two or more variables. The population in this research is all the people of Padang who have visited the Population and Civil Registry Office of Padang City. The sample used in this study was 263 based on the Slovin Formula with a tolerance level of 5%. Sampling uses a simple accidental random sampling technique. The results showed that there was a significant effect between service quality on community satisfaction at 16.9% there is a significant influence between employee performance on community satisfaction by 22.8% and there is a simultaneous influence of the three variables at 30.6%

**Keywords:** *service quality, employee performance, community satisfaction, the Population and Civil Registry Service of Padang City*

### **Introduction**

Satisfaction measurement is an important element in the evaluation process satisfying service. According to Vigado Gadot, Kurniawan, Puspitosari et al in (Dasman, 2018), satisfaction is one form of results (results) from public services provided by the government or public servants. In the micro scope, community satisfaction can be obtained from public trust in government, voice (voice), political efficacy, and political participation. While in the macro scope, satisfaction can help improve people's welfare. Community satisfaction can be made according to plan or successful program implemented at a public service institution.

According to (Dasman, 2018), there are two forms of satisfaction assessment. First, satisfaction is measured by comparing the expectations of consumers to certain service products (the ideal form of service desired by the community) and the actual performance of services received by the community. According to Aritonang in (Dasman, 2018), if the community's expectations are higher than the actual performance of the service, the community feels dissatisfaction, if the community's expectations are equal or lower than the service performance it receives, the community is satisfied. Second, satisfaction is measured based on the performance of services received by the community. Measuring satisfaction based on service performance alone, not compared with expectations, based on the score of service performance which is used as a score of community satisfaction.

So this research uses the second method of measuring community satisfaction, namely satisfaction measured by the performance of services received by the community and not compared to the expectations of the community.

Padang City Population and Civil Registration Office is one of the agencies that performs public services in the field of population and civil records. It is expected that the Padang City Population and Civil Registry Service can provide the best service so that the people of Padang who need it will feel satisfied with the services provided.

However, based on interviews and preliminary observations that researchers conducted, several problems were found related to community satisfaction, service quality, performance and service procedures identified as follows:

The service room is uncomfortable and narrow and hot, the queues are irregular and there are no officers who try to control them, the service personnel are not caring and indifferent to the disorderly queues, service personnel who are less friendly and also less polite, the building is narrow, the absence waiting room, and inadequate queue counters because of the narrow, officers who lack the mastery of their duties and are not careful in examining the requirements of service files that must be completed by the community so that the service process will be delayed, central server disruption or out of service so that KTP management services are often disrupted, services for making KTP that are not timely, the absence of a service map as a guideline for the community, and a convoluted service bureaucracy.

One of the factors that influence community satisfaction in this study is one of which is service quality is one important factor that must be considered to improve community satisfaction. (Triguno, 1997) explain that the quality of human resources, the quality of work methods, processes and results of work or products in the form of goods and services are parameters that must be achieved regarding to quality. Quality has a satisfying meaning to those who are served, both internally and externally in the sense of optimal fulfillment of the demands of the community. Another factor that affects community satisfaction is employee performance. According to Oliver (in (Supranto, 2011)) satisfaction is the level of one's feelings after comparing the performance or the results he feels with his expectations.

If performance is below expectations, if the customer feels disappointed and if the performance is in line with expectations, the customer is satisfied. Whereas if the performance exceeds expectations, the customer is very satisfied. Customer expectations can be shaped by past experience and satisfied customers will be faithful for longer. In line with the opinion of (Kotler, 2002) which states that customer satisfaction is good or bad someone's feelings arise after feeling the performance or product compared to previous expectations. So, it can be concluded that satisfaction is a good feeling that someone has when they can achieve something they want to materialize.

Based on the description stated above, researchers are interested in conducting research with the title "Effect of Service Quality, Employee Performance and Service Procedure on Community Satisfaction in the City of Padang Population and Civil Registry Service".

## Method

This research belongs to associative research. Where this study aims to see the effect of several independent variables on the dependent variable and the direction of the relationship, looking at the effect of service quality, employee performance and service procedures on community satisfaction at the Padang City Population and Civil Registry Service. This research will be conducted at the Population and Civil Registry Office of the City of Padang. The data collection technique that the researchers used was by using a questionnaire. The study was conducted from March to May 2019. The population in this study were all Padang people who had visited the City of Padang Population and Civil Registry Service for the longest one year. Because the population is so large, the total population is taken based on the number of visitors in the last month (February) to the City Population and Civil Registry Office, which is 768 visitors. The sampling technique in this study was accidental random sampling, which is the determination of samples based on anyone who happened to meet with the researcher and visit the Padang City Population and Civil Registry Service for the last one year at the

most, if it is deemed suitable, it is used as a data source. The sample size is determined based on the Slovin formula, which is as many as 263 people.

Normality test is used to determine whether the variables studied are normally distributed or not (residual value) according to the test criteria. Furthermore, to determine the relationship between variable X with linear variable Y or not use linearity test. Heteroscedasticity test aims to test whether there is a variance between the residuals of one research to another. Autocorrelation test is used to find out whether there is a correlation between variables in the prediction model and the change in time. Furthermore, to see the presence or absence of multicollinearity, the multicollinearity test is used, because a good regression model is the absence of correlation between independent variables. Descriptive analysis is used to see the magnitude of the effect of each variable of this study. T test was conducted to determine the extent of the influence of variable (X) on variable (Y) one by one. While the F statistical test is performed to see whether all independent variables jointly influence the dependent variable. To test the effect of inter variables researchers will use multiple linear regression analysis techniques.

## Results and Discussion

From testing the hypothesis that the researcher has done, the results show that all hypotheses can be accepted, this can be seen in the explanation of each hypothesis as follows:

- The first hypothesis is seen in the summary table of the adjusted r square value of 0.169, so the influence of service quality variables on the community satisfaction variable is 16.9%. The table of coefficients also shows the significance value of the Service Quality variable of  $0,000 < 0,05$  so that it can be interpreted that the variable Quality of Service has a significant influence on community satisfaction with a trust level of 100%. So that from the research findings the initial hypothesis which states that Service Quality significantly affects community satisfaction can be accepted.
- The second hypothesis is seen in the summary table of the adjusted r square value of 0.228, so the influence of the variable employee performance on the variable community satisfaction is 22.8%. The table of coefficients also shows the significance value of the variable employee performance of  $0,000 < 0,05$  so that it can be interpreted that the variable employee performance has a significant influence on community satisfaction with a trust level of 100%. So that from the research findings the initial hypothesis states that employee performance has a significant effect on acceptable public satisfaction.
- The third hypothesis can be seen in the summary table of the adjusted r square value of 0.304, so that the influence of service quality variables, employee performance and service procedures on the community satisfaction variable is 30.4%. Annova table also shows the significance value of service quality variables, employee performance and service procedures of  $0,000 < 0,05$  so that it can be interpreted that the variable quality of service, employee performance and service procedures together have a significant influence on community satisfaction with a trust level of 100 %. So that from the research findings the initial hypothesis which states that service quality, employee performance and service procedures stimulant have an effect on acceptable community satisfaction.

As for the discussion in this study are as follows:

- a. The Influence of Service Quality on Community Satisfaction in the Population and Civil Registration Office of Padang City.

Based on the results of the first hypothesis, it was found that the Service Quality variables partially had a positive and significant effect on the variable of community satisfaction. This is evidenced from the results of data processing using the help of SPSS 16 software, that found the significance value of the variable Quality of Service to Community Satisfaction is  $0,000 < 0.05$ .

The magnitude of the influence possessed by the variable Service Quality on this variable of community satisfaction is partially equal to 16.9%. This value of 16.9% is obtained based on the adjusted r square value after the T test for the first hypothesis is equal to 0.169.

The above means in line with the opinion of (Tjiptono & Diana, 2001) also explains that quality and customer satisfaction are closely related. Quality gives an impetus to customers to establish strong ties to the company. In the long term this kind of bond enables the company to understand carefully the expectations of customers and their needs. Thus, relevant agencies can increase customer satisfaction where the agency maximizes pleasant customer experience and minimizes or negates unpleasant customer experiences. In turn, customer satisfaction can create customer loyalty or loyalty to companies that provide satisfying quality.

The influence of service quality on satisfaction can also be seen in the research conducted by (Frinaldi & Embi, 2015) entitled Influence of Public Service Quality in Citizen Satisfaction (Y in Padang Private Hospital Study, West Sumatra Province). Based on the results of his research, it was found that overall service quality could still be improved because it was still in the good category. Where the value of the influence between service quality and community satisfaction is 57.8%. When compared with research researchers, the value of the influence between service quality variables and community satisfaction is smaller. This means that service quality variables can also affect the satisfaction variable.

- b. Effect of Employee Performance on Community Satisfaction in the Population and Civil Registration Office of Padang City.

Based on the results of the second hypothesis test, it was found that the Performance variable had a significant positive effect. From the results of research data conducted using SPSS 16, it was found that the performance of employees or apparatus partially had a significant effect on community / customer satisfaction with a significance value of 0.000, 0.05 with an adjusted r square value of 0.228 which means the amount of influence owned by performance variables partial to satisfaction is 22.8%.

The findings of this study are in line with the results of previous relevant research conducted by (Herman & Christian, 2018) which suggested that apparatus performance had an effect on community satisfaction and the effect was 0.353 or 35.3%.

Other research conducted by S. Pantja Djati and Didit Darmawan based on the results of his research found that employee performance has a significant effect on customer satisfaction. From the results of several studies on the effect of performance on community satisfaction, different results were obtained. This proves that the research results are seen based on the adjusted r square value, this only applies in that place. The same value does not apply to different research locations.

- c. Effect of Service Quality, Employee Performance and Service Procedure on Community Satisfaction in the Population and Civil Registration Office of Padang City.

Based on the results of the hypothetical test place, after the f test was found a significant effect jointly from service quality (X1) and employee performance (X2) to satisfaction (Y) with a significance value of  $0,000 < 0,05$ , and also found the adjusted r square value of 0.304

which means that together the three independent variables of this study have an influence of 30.4% on the dependent variable (satisfaction) at the location of this study.

The results of this study are consistent with the theories put forward by experts who link the influence between the three variables of this study. (Triguno, 1997) explains that the quality of human resources, the quality of work methods, processes and work results or products in the form of goods and services are parameters that must be achieved regarding to quality. Quality has a meaning satisfying to those served, both internal and external in the sense of optimal fulfillment of community demands.

Another factor that influences community satisfaction is employee performance. According to Oliver (in (Supranto, 2011)) satisfaction is the comparison between the performance received and expectations. If the performance is below expectations, then the customer feels disappointed and vice versa. Customer expectations can be shaped by past experience and satisfied customers will be loyal longer. And the last (Syamsi, 2004) explains that basically the customer wants a procedure that is easy, not convoluted, and can be done well so that the service can run with the results according to customer desires if the procedure also runs and is carried out in accordance with applicable regulations.

## **Conclusions**

This thesis aims to find out the influence of service quality variables, employee performance and service procedures on community satisfaction in the Population and Civil Registry Office of the City of Padang. After conducting research, the following research conclusions are obtained:

1. There is a significant influence on the quality of service on community satisfaction in the City Population and Civil Registry Office. The significance value of the effect of service quality on community satisfaction is 0,000 and the magnitude of the effect of service quality on visitor satisfaction at the study site is 16.9%.
2. There is a significant effect of performance on community satisfaction in the City Population and Civil Registry Office. The significance value of the effect of performance on community satisfaction is 0,000 and the magnitude of the effect of performance on community satisfaction at the study site is 22.8%.
3. There is an influence on the quality of service, performance and service procedures together towards the satisfaction of the people in the City Population and Civil Registry Service. With a significance value of 0,000 and the magnitude of the effect together the three independent variables on community satisfaction at the study location were 30.4%, the rest were influenced by other variables not included in this study.

Based on the conclusions above, the researcher tries to give suggestions, namely: 1) It is recommended to Government agencies, specifically to the Population and Civil Registry Office of the City of Padang to be able to further improve service quality and performance as public servants so that the City Civil Registration and Civil Service Office of Padang becomes one of the government agencies that has the best service to the Padang community in particular; 2) It is recommended to the community in the environment to be able to jointly become supervisors to create a public service that is conducive and beneficial to the people, 3) It is recommended to researchers who want to examine more about service and performance and their influence on community satisfaction in order to develop their research based on the findings of this study.

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