



The Influence of Ethics and Communication on Community Satisfaction Through the Quality of Service of Dukuh Menanggal Subdistrict Employees in Surabaya

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ABSTRACT

Community satisfaction is the opinion of the community in obtaining services from public service delivery officials by comparing their expectations and needs. This research aims to determine the influence of ethics and communication on community satisfaction through service quality. To achieve the objectives of this research, researchers distributed questionnaires via Google Forms online and directly analyzed them using the Smart PLS 4 method. The respondents for this research were 100 people of Dukuh Menanggal Village of productive age. The results of this research show that ethics has a positive and significant effect on public satisfaction, communication has a positive and insignificant effect on public satisfaction, ethics has a positive and significant effect on service quality, communication has a positive and significant effect on service quality, service quality has a positive and significant effect on community satisfaction, ethics has a positive and significant influence on community satisfaction through service quality. Communication has a significant influence on community satisfaction through service quality.

Keywords: *Ethics, Communication, Community Satisfaction, Service Quality*

1. INTRODUCTION

In today's era, every institution responsible for serving the public is required to provide quality service to ensure public satisfaction. Quality of service is crucial to maintaining customer satisfaction. Public service can be characterized as all forms of government service, whether in the form of open services or public services that fundamentally become obligations performed by government offices at central, regional, and state-owned or provincial enterprises, aimed at meeting local needs, particularly in implementing administrative regulations. Pursuing its goals involves several interconnected and influential factors. One of these factors is human resources, which are essential in any company or work environment. Therefore, an organization is expected to manage and optimize its human resources. The role of employees is vital in enhancing human resources; when the workforce is qualified, both institutions and companies can achieve a level of quality that is recognized positively by customers or public service users. Similarly, for the employees of the Dukuh Menanggal sub-district, a government institution providing public services, it is crucial to continuously improve their skills, such as ethics and communication with the public. There have been complaints from the community regarding unclear information about requirements and the unfriendly demeanor of staff, leading to dissatisfaction with the services provided. The objective of public service is to meet basic needs and ensure public satisfaction by serving according to community expectations. Consequently, government institutions are urged to enhance service quality to align with public expectations, as community satisfaction is a measure of success in serving the public. If the service is unsatisfactory, complaints from the community will arise. Therefore, quality is essential for government institutions, and continuous improvement in service quality is necessary to ensure public satisfaction. According to [1], service quality is defined as the level of excellence expected and the optimization of that excellence to meet the desires of customers or service users.

Several factors can influence public satisfaction beyond service quality, including staff ethics and communication. Communication is a crucial factor that impacts community satisfaction and service quality. It involves the process of conveying information. Employees must possess strong communication skills, especially in sub-district offices that interact with the public and deal with administrative matters. Effective communication can resolve problems and conflicts, preventing misunderstandings. The relationship between communication and government organizations shows that communication can be a primary means of determining the success of employees in providing services, as measured by public satisfaction. In addition to communication, ethics also play a significant role in influencing public satisfaction. When delivering public services, staff must act carefully, fairly, politely, without discrimination, and be friendly, firm, reliable, and timely in their decisions, without complicating the process for the public. When services prioritize ethical behavior, the community is likely to feel satisfied; conversely, if this is not the case, public dissatisfaction will occur due to poor service. Based on the explanations and discussions above, the author is interested in conducting research on "The Influence of Ethics and Communication of Employees on Public Satisfaction Through the Quality of Service of Dukuh Menanggal Sub-district in Surabaya."

2. METHOD

The approach used in this study is quantitative. Quantitative research is based on the collection and analysis of numerical data to explain, analyze, and control the phenomena of interest. According [2], quantitative research begins with defining the problem, generating hypotheses, reviewing literature, and presenting data in numerical form. This quantitative method enables the identification of significant relationships between variables. The population in this study consists of the productive-aged residents of Dukuh Menanggal, Gayungan District, Surabaya City, totaling 6,353 individuals. For this research, the author employed random sampling. One of the methods used to determine the sample size is Slovin's formula, resulting in a sample of 100 respondents. Several data analysis techniques were employed in this study, including the first measurement (Outer Model), validity and reliability testing, followed by the measurement of the Structural Model (Inner Model), R Square value, and hypothesis testing.

3. RESULTS AND DISCUSSION

3.1. Convergent Validation Test

Table 1. Outer Loadings

Variable	Indicators	Outer Loading	
Ethics	X1.1	0.843	Valid
	X1.2	0.873	Valid
	X1.3	0.825	Valid
	X1.4	0.729	Valid
Communication	X2.1	0.865	Valid
	X2.2	0.860	Valid
	X2.3	0.865	Valid
	X2.4	0.892	Valid
	X2.5	0.707	Valid
Community Satisfaction	Y1	0.747	Valid
	Y2	0.716	Valid
	Y3	0.756	Valid
	Y4	0.754	Valid
	Y5	0.795	Valid
	Y6	0.743	Valid
	Y7	0.928	Valid
	Y8	0.913	Valid

Convergent validity analysis is used to assess whether the indicators can measure the variable as expected. A reflective measurement is considered high if it has a correlation value greater than 0.70 [3]. From the table above, it can be concluded that the outer loading values exceed 0.7, indicating that the indicators are valid.

3.2. Discriminant Validity Test

Table 2. Cross Loadings

	Ethics	Communication	Community Satisfaction	Quality of Services
X1.1	0.843	0.586	0.564	0.551
X1.2	0.873	0.506	0.687	0.620
X1.3	0.825	0.454	0.602	0.590
X1.4	0.729	0.582	0.522	0.596
X2.1	0.606	0.865	0.477	0.470
X2.2	0.500	0.860	0.461	0.421
X2.3	0.506	0.865	0.463	0.496
X2.4	0.574	0.892	0.497	0.552
X2.5	0.506	0.707	0.564	0.603
Y1.1	0.455	0.469	0.747	0.600
Y1.2	0.534	0.474	0.716	0.541
Y1.3	0.525	0.549	0.756	0.625
Y1.4	0.500	0.362	0.754	0.590
Y1.5	0.587	0.409	0.795	0.596
Y1.6	0.574	0.443	0.743	0.577
Y1.7	0.721	0.561	0.928	0.758
Y1.8	0.707	0.548	0.913	0.766
Y1.9	0.666	0.514	0.919	0.722
Z1.1	0.708	0.573	0.751	0.891
Z1.2	0.559	0.361	0.596	0.752
Z1.3	0.495	0.394	0.555	0.792
Z1.4	0.666	0.600	0.722	0.914
Z1.5	0.461	0.551	0.589	0.701

The results in the table above show that the cross-loading values indicate good discriminant validity for each indicator block. All indicators used in this study are valid because they meet the criteria for discriminant validity, where the values of each indicator block must be higher than those of other constructs.

3.3. Average Variance Extracted AVE, R-Square Value and Godness of Fit (GoF)

Table 3. AVE, R-Square Value and Godness of Fit (GoF)

Variable	Average Variance Extracted (AVE)	R-Square	Community
Ethics	0.671		0.671
Communication	0.706		0.706
Quality of Services	0.659	0.687 (Strong)	0.663
Community Satisfaction	0.663	0.559 (Moderat)	0.659
		0.623	0.67475

Based on the table above, the AVE values for each variable are more significant than 0.5. Therefore, the results indicate that each variable is valid. It can be observed that the R-squared value for the Service Quality variable is 0.687. This result indicates that the Service Quality variable is influenced by the Ethics and Communication variables by 68.7%. In contrast, the remaining percentage is influenced by other variables not included in this study. Additionally, the R-squared value for Employee Performance is 0.559, which indicates that the Community Satisfaction variable is influenced by the Ethics and Communication variables by 55.9%, with the remainder influenced by other variables outside this research. It can be noted that the average R-squared value is 0.587 and the average community value is 0.61075. Therefore: $GoF = \sqrt{(0,623 (0,67475))} = 0,53$

Based on the GoF calculation results, the combined performance of the model and structure can be included as 0.53 (> 0.36). It indicates that the GoF value in this study reflects a model feasibility of 53%, suggesting a high level of model adequacy and good parameter estimation.

3.4. Hypothesis Testing

Table 4. Direct and Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistocs (O/STDEV)	P. Values	Ket.
Direct Effect						
X1 -> Y	0.292	0.284	0.119	2.456	0.014	Positive, Significant
X2 -> Y	0.072	0.079	0.099	0.727	0.467	Positive, Do Not Significant
X1 -> Z	0.551	0.540	0.177	4.693	0.000	Positive, Significant
X2 -> Z	0.261	0.282	0.116	2.247	0.025	Positive, Significant
Z -> Y	0.542	0.543	0.110	4.949	0.000	Positive, Significant
Indirect Effect						
X1 -> Z -> Y	0.299	0.294	0.091	3.292	0.001	Positive, Significant
X2 -> Z -> Y	0.542	0.151	0.069	2.065	0.039	Positive, Significant

3.4.1. The Influence of Ethics (X1) on Community Satisfaction (Y)

The research results indicate that ethics have a positive and significant effect on community satisfaction. This is evidenced by a P-value of $0.014 < 0.05$ and an original sample value of 0.292. This means that if the employees of the Dukuh Menanggal village office have good ethics and continue to improve, the community of Dukuh Menanggal will feel satisfied. These findings are consistent with previous research conducted [4], which stated that ethics significantly influence community satisfaction. This research is also aligned with studies [5], which explain that ethics have a significant impact on community satisfaction. This demonstrates that as the ethics of the employees at the Dukuh Menanggal village office improve the community will feel satisfied with the services provided. Based on the descriptive analysis of the responses regarding the ethics variable, the highest mean score was found in the statement, "Employees serve with responsibility in providing services to the community." One example of this responsibility demonstrated by employees in the field is when they assist disabled citizens by directly managing documents such as birth certificates, family cards, and identity cards at their homes. This indicates that the community strongly agrees that the employees of the Dukuh Menanggal village office are responsible for delivering services.

3.4.2. The Influence of Communication (X2) on Community Satisfaction (Y)

The research results show that communication does not have a significant effect on community satisfaction. This is indicated by a P-value of $0.467 > 0.05$ and an original sample value of 0.072. This suggests that communication does not impact community satisfaction. These findings do not align with research conducted [6], which showed that communication has a positive and significant effect on community satisfaction. However, this research is consistent with previous studies, which stated that communication does not affect patient satisfaction because nurse-patient communication is sometimes not well understood. This study aligns with. This implies that if communication does not run smoothly, it will affect community satisfaction. According to the descriptive analysis of the responses regarding the communication variable, the lowest mean score was found in the statements, "Employees provide clear and easily understandable information to the community" and "Employees are able to listen well to every complaint expressed by the community."

3.4.3. The Influence of Ethics (X1) on Service Quality (Z)

The research results indicate that ethics have a positive and significant effect on service quality. This is shown by a P-value of $0.000 < 0.05$ and an original sample value of 0.551. This means that if the employees of the Dukuh Menanggal village office maintain good and improving ethics, the quality of service will also improve, resulting in positive feedback from both employees and the community when high-quality services are provided. These findings are consistent with previous research conducted [7], which states that ethics significantly influence service quality. This study is also aligned with research [8], which demonstrated that ethics significantly impact service quality. Based on the descriptive analysis of the responses regarding the ethics variable, the highest mean score was obtained from the statement, "Employees serve with responsibility in providing services to the community." This result indicates that employees provide services responsibly, thereby enhancing the quality of service.

3.4.4. The Influence of Communication (X2) on Service Quality (Z)

The research results indicate that communication has a positive and significant effect on service quality. This is evidenced by a P-value of $0.025 < 0.05$ and an original sample value of 0.261. This means that if the employees of the Dukuh Menanggal village office have good communication skills and continue to improve, the community of Dukuh

Menanggal will feel satisfied. These findings are consistent with previous research conducted [9], which stated that communication significantly affects service quality. This demonstrates the quality of communication that employees of the Dukuh Menanggal village office possess when serving the community. Based on the descriptive analysis of the responses regarding the communication variable, the highest mean score was found in the statement, "Employees are able to communicate in a pleasant atmosphere while serving." This result suggests that the employees of the Dukuh Menanggal village office can create a pleasant atmosphere while serving, thereby enhancing the quality of service.

3.4.5. The Influence of Service Quality (Y) on Community Satisfaction (Z)

The research results indicate that service quality has a positive and significant effect on community satisfaction. This is evidenced by a P-value of $0.000 < 0.05$ and an original sample value of 0.542. This means that if the quality of service at the Dukuh Menanggal village office continues to develop and improve, the community will feel satisfied. These findings align with previous research conducted [10], which states that service quality significantly influences community satisfaction. This research is also consistent with studies [11], which explain that service quality has a significant impact on community satisfaction. This proves that as the quality of service provided by the employees of the Dukuh Menanggal village office improves, the community will feel satisfied with the services rendered. According to the descriptive analysis of the responses regarding service quality, the highest mean score was found in the statement, "There is a comfortable waiting area for community members visiting the service area." This result indicates that the community feels satisfied with the service quality, which includes the availability of a comfortable waiting area.

3.4.6. The Influence of Ethics (X1) on Community Satisfaction (Y) Through Service Quality (Z)

The research results show that ethics have a positive and significant effect on community satisfaction. This is indicated by a P-value of $0.001 < 0.05$ and an original sample value of 0.299. This indicates that ethics directly influence community satisfaction through service quality. These findings are consistent with previous research conducted [12], which stated that ethics significantly influence community satisfaction through service quality. This demonstrates that improved ethics among the employees of the Dukuh Menanggal village office directly impact community satisfaction and service quality, leading to a satisfied community. Based on the descriptive analysis of the responses regarding the ethics variable, the highest mean score was found in the statement, "Employees serve with responsibility in providing services to the community." This illustrates that the community strongly agrees that the employees of the Dukuh Menanggal village office are responsible in providing services.

3.4.7. The Influence of Communication (X2) on Community Satisfaction (Y) Through Service Quality (Z)

The research results indicate that communication has a positive and significant effect on community satisfaction through service quality. This is evidenced by a P-value of $0.039 < 0.05$ and an original sample value of 0.142. This indicates that communication directly influences community satisfaction through service quality. These findings align with previous research conducted [13], which states that communication significantly influences community satisfaction through service quality. This proves that improved communication among the employees of the Dukuh Menanggal village office directly affects community satisfaction and service quality, leading to a satisfied community. According to the descriptive analysis of the responses regarding the communication variable, the highest mean score was found in the statement, "Employees are able to communicate in a pleasant atmosphere while serving." This result indicates that the employees of the Dukuh Menanggal village office can communicate in a friendly manner while serving, which helps create a positive atmosphere that leads to community satisfaction.

4. CONCLUSIONS

Based on the results of the research conducted using Smart PLS, the findings indicate that ethics have a positive and significant impact on public satisfaction, while communication has a positive but insignificant effect on public satisfaction. Additionally, ethics have a positive and significant influence on service quality, and communication also positively and significantly affects service quality. Furthermore, service quality positively and significantly influences public satisfaction, and ethics have a positive and significant impact on public satisfaction through service quality. Finally, communication has a significant effect on public satisfaction through service quality.

AUTHORS' CONTRIBUTIONS

Riyan Sisiawan Putra: Conceptualization, Methodology, Writing - Original Draft, Supervision.

Tri Siwi Agustina: Data Curation, Formal Analysis, Writing - Review & Editing.

Dwi Novitasari: Investigation, Resources, Visualization.

Clarisa Savina Pradita: Software, Validation, Project Administration.

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