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The Effect Of The Quality Of Administrative Services On Community Satisfaction At The Office Of The Regional Disaster Management Agency Of South Sulawesi Province, Makassar City

Denni Piswandi[1] Abd Rahman Bebasa[2] Zulkarnain[3]
[1-3]Prodi Ilmu Administrasi Publik, Universitas Islam Makassar, Makassar, Indonesia
dennipriswandi301@gmail.com

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ABSTRACT
This study aims to determine the influence of administrative service quality on public satisfaction at the Regional Disaster Management Agency Office (BPBD) of South Sulawesi Province, Makassar City. The type of research used is quantitative research with an associative approach. The research sample amounted to 70 respondents obtained by purposive sampling technique. Data were collected through; observation, questionnaire distribution, documentation which were then analyzed using validity tests, reliability tests, simple correlations, coefficient of determination (R^2) tests, and F tests (simultaneous) with the help of the SPSS program. The results showed that the quality of administrative services has a positive relationship with public satisfaction, indicated by a correlation coefficient value of 0.449 which is in the moderate category. The partial test yielded a t-value of 4.148 with a significance level of 0.000 < 0.05, indicating that the quality of administrative services has a positive and significant effect on public satisfaction. Furthermore, the coefficient of determination test results indicate that the quality of administrative services contributes 20.2% to public satisfaction, while the remaining 79.8% is influenced by other factors not examined in this study, such as infrastructure, employee professionalism, and the public service system.

A. INTRODUCTION

Community satisfaction is an important indicator in assessing the success of the implementation of public services. Community satisfaction can be interpreted as the level of a person's feelings after comparing the perceived service performance with the expectations they have. If the performance of the service received is in accordance with or exceeds expectations, then the community will feel satisfied. On the other hand, if the performance of the service is below expectations, it will cause dissatisfaction. Therefore, community satisfaction is highly dependent on the quality or quality of service provided by an agency.

Measuring the level of public satisfaction is a strategic element in an effort to improve the quality of public services that are more effective and efficient. Public services that are unable to meet public expectations can be categorized as less than optimal services, thus having an impact on decreasing public trust in government

* Corresponding Author
Email : dennipriswandi301@gmail.com

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agencies. Thus, public satisfaction not only reflects individual perceptions, but also reflects the performance and professionalism of public service organizations as a whole.

Conceptually, service quality is one of the main factors that affect community satisfaction. Service quality is defined as the ability of an agency to meet or exceed community expectations through the services provided. One of the widely used service quality models is the RATER concept which includes reliability, assurance, tangible evidence, empathy (attention and communication), and responsiveness (responsiveness). These five dimensions are standards in assessing the extent to which service quality is able to create community satisfaction and loyalty (Mahira, Hadi, & Nastiti, 2021).

In the context of public services, service quality not only has an impact on public satisfaction, but also has direct implications for the performance of the apparatus. This is in line with the research of Nurfatimah and Dwiyanti (2024) which states that quality service has a positive and significant influence on employee performance. Services that are carried out quickly, precisely, and responsively will encourage the apparatus to work more professionally, thus having an impact on improving the quality of services received by the community. Thus, service quality and community satisfaction are two aspects that are interrelated and affect each other in the implementation of public services.

In the context of administrative services, the role of employees is very crucial because employees are direct representations of the agency in the eyes of the public. Administrative employees are not only tasked with managing administrative documents and procedures, but also function as communicators who shape the image and reputation of the agency. According to Hardiyansyah (2011), employees who interact directly with the community have a great influence on public perception of the quality of public services received.

The performance of administrative employees can be seen from various aspects, including the speed of service, accuracy of information, professional attitude, and the ability to respond to the needs of the community. If these aspects are not met optimally, it will have an impact on a decrease in the level of community satisfaction. Therefore, evaluation of the performance of administrative employees is essential to find out the extent to which services have run according to community standards and expectations, as well as to identify aspects that need improvement.

The quality of public services is becoming increasingly important in institutions that have a strategic role, such as the Regional Disaster Management Agency (BPBD). The South Sulawesi Provincial BPBD, especially in Makassar City, has crucial duties and responsibilities in disaster management, ranging from mitigation, preparedness, emergency response, to post-disaster recovery. The administrative services provided by BPBD have a direct impact on the community, especially for disaster victims who need fast, precise, and accurate services.

These problems show that there is a gap between public expectations and the performance of administrative services provided by the Makassar City BPBD. This condition becomes increasingly crucial considering that BPBD administrative services are directly related to disaster emergency situations that demand speed, accuracy, and high responsiveness. If public dissatisfaction is not addressed immediately, it can hinder the effectiveness of disaster management and reduce public trust in BPBD.

Based on this description, there is a research gap between the concept of ideal service quality and community satisfaction with the administrative service conditions of

the Makassar City BPBD in the field. In addition, there is still limited research that specifically examines the influence of administrative service quality on

Community satisfaction in disaster management agencies, especially in the BPBD of South Sulawesi Province Makassar City. The novelty of this research lies in the focus of the study of the quality of administrative services in the context of disaster management, which has different characteristics compared to public services in other government agencies.

B. METHODS

This study uses a quantitative approach with descriptive and associative research types. The quantitative approach was chosen because this study aims to measure and analyze the influence of the quality of administrative services on community satisfaction objectively through numerical data that can be analyzed statistically. The type of associative research is used to determine the relationship and influence between the variables of the quality of administrative services as an independent variable (X) on community satisfaction as a dependent variable (Y). The data collection techniques used in this study include questionnaires (questionnaires) as the main techniques, observation, and documentation. The population in this study is all people who have received administrative services at the Office of the Regional Disaster Management Agency (BPBD) of South Sulawesi Province, Makassar City. The sample selection technique uses accidental sampling, namely respondents who are coincidentally met and meet the criteria as users of BPBD administrative services. The data analysis used was a validity test, a reliability test, a partial test, a simple correlation test and a determination coefficient test.

C. RESULTS AND DISCUSSION

Results

1. Validity Test Results

Arikunto (2006:160) stated that the validity test is a measure that shows the degree of validity or validity of an instrument. Questionnaire questions are a measurement tool needed to measure the purpose of research, so each element of the question in the questionnaire needs to be measured for wetness. From the SPPS output table in the validity test, no smaller calculated r value was found. The r table can be seen in the statistical r table, where the value df = N - 2, then df = 70 – 2 = 68 ≈ 0.199.

Table 1. Validity test results of service quality variable (X)

Questions	R Count	R Value	Remarks
X1	0.795	0.199	Valid
X2	0.542	0.199	Valid
X3	0.777	0.199	Valid
X4	0.660	0.199	Valid
X5	0.672	0.199	Valid
X6	0.422	0.199	Valid
X7	0.457	0.199	Valid
X8	0.421	0.199	Valid
X9	0.454	0.199	Valid
X10	0.795	0.199	Valid
X11	0.542	0.199	Valid
X12	0.777	0.199	Valid
X13	0.795	0.199	Valid

X14	0.542	0.199	Valid
X15	0.777	0.199	Valid
X16	0.660	0.199	Valid
X17	0.672	0.199	Valid
X18	0.422	0.199	Valid
X19	0.457	0.199	Valid
X20	0.777	0.199	Valid
X21	0.454	0.199	Valid
X22	0.440	0.199	Valid
X23	0.795	0.199	Valid
X24	0.542	0.199	Valid
X25	0.777	0.199	Valid

Total X = 1 > 0.199 This means that it indicates the question item on the valid service quality variable.

Table 2. Results of the validity test of the community satisfaction variable (Y)

Questions	R Count	R Value	Remarks
Y1	0.427	0.199	Valid
Y2	0.564	0.199	Valid
Y3	0.429	0.199	Valid
Y4	0.463	0.199	Valid
Y5	0.564	0.199	Valid
Y6	0.469	0.199	Valid
Y7	0.637	0.199	Valid
Y8	0.429	0.199	Valid

Total Y = 1 > 0.199 This means that it indicates the question item on the valid community satisfaction variable.

2. Reliability Test Results

Reality comes from the word realibility which means the extent to which the results of a measurement have reliability, reliability, consistency, and reliability stability. The reality test is used to test the consistency of the measuring tool, whether the results remain consistent or not if the measurement is repeated. The most widely used reality test in research is using the Cronbach Alpha method. The decision-making method for the reality test uses a limit of 0.6. A reality of less than 0.6 is not good, while 0.7 is acceptable and above 0.8 is good.

Table 3. Reliability test results of service quality variable (X)

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded[a]	0	.0
	Total	70	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.933	25

Based on the output of the SPPS Realiability Statistics above, it is also known that the Alpha Bronbach's value is 0.933. So, it is concluded that the value of the Alpha Cronbach's coefficient is > 0.6. This means that the factors that affect the quality of service are reliable.

Table 4. Results of the reliability test of the community satisfaction variable (Y)

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded[a]	0	.0
	Total	70	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.563	8

Based on the output of the Realiability Statistics SPPS above, it is also known that the value of Alpha Bronbach's is 0.563. So, it is concluded that the value of the Alpha Cronbach's coefficient is > 0.6. This means that the items of factors that affect the satisfaction of the community are reliable.

3. Simple Correlation Test Results

Simple correlation is a statistical analysis technique used to determine the relationship between only two variables, namely one independent variable (X) and one bound variable (Y). Simple correlation will show whether there is a relationship between X and Y, how the relationship is headed (positive/negative), and how strong the relationship is.

Table 5. Simple correlation test results

Correlations

		Kualitas Pelayanan	Kepuasan Masyarakat
Kualitas Pelayanan	Pearson Correlation	1	.449**
	Sig. (2-tailed)		.000
	N	70	70
Kepuasan Masyarakat	Pearson Correlation	.449**	1
	Sig. (2-tailed)	.000	
	N	70	70

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the output table above, the following conclusions can be drawn:

a. Based on the significance value of Sig. (2-tailed): from the output table above, it is known that the value of Sig. (0.000 < 0.05) indicates that the relationship between the two variables is statistically significant. This means that there is a significant correlation between the variable of service quality and the variable of community satisfaction.
b. Based on the value of r-calculation: it is known that the value of r calculated for the relationship between service quality (X) and community satisfaction (Y) is 0.449 > r table 0.235. Therefore, it can be concluded that there is a relationship or correlation between the service quality variable (X) and the community satisfaction variable (Y). The value r = 0.449 shows that there is a

positive and moderate relationship between service quality and community satisfaction. This means that the better the quality of service provided, the more community satisfaction also tends to increase.

4. Partial Test Results

Wiratma (2019:10) The t test is an individual partial regression coefficient test used to find out whether the independent variable (X) individually affects the dependent variable (Y). The steps using the t-test are: Rules in determining whether the quality of administrative services has a significant effect or not on community satisfaction with the following provisions:

a. If t-count is greater than t-table then it is declared significant.
b. If t-count is smaller than t-table then it is declared insignificant.

With the provision of a standard error rate of 0.05% and a confidence level of 0.95%.

Table 6. Partial test results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	50.058	14.904		3.359	.001
	Kepuasan Masyarakat	1.702	.410	.449	4.148	.000

a. Dependent Variable: Kualitas Pelayanan

Based on the results of the above results, it can be concluded that, it is known that the value of the regression coefficient (B) = 1.702 indicates that every increase of 1 unit of community satisfaction will increase the quality of service by 1,702 units, assuming that other variables are constant. The value of t is calculated as 4.148 > t table 1.995 (df = 70 – 2 = 68, α = 0.05). The value of Sig. = 0.000 < 0.05 then the variable of community satisfaction has a significant effect on the quality of service. Because the regression coefficient is positive (+), the relationship between community satisfaction and service quality is unidirectional.

The results of the partial test showed that community satisfaction had a positive and significant effect on service quality. This means that the higher the level of community satisfaction, the quality of service will also increase.

5. Determination Coefficient Test Results

The determinant coefficient (R) is a coefficient that shows how much independent variables contribute to independent variables. The greater the determination coefficient, the better the independent variable is in explaining the dependent variable.

Table 7. Determination coefficient test results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.449[a]	.202	.190	7.03222

a. Predictors: (Constant), Kepuasan Masyarakat

Based on the Model Summary table, the following values are obtained:

a. R = 0.449 → shows the level of correlation or closeness of the relationship between the independent variable (Community Satisfaction) and the

dependent variable (Service Quality) of 44.9%. This means that there is a fairly strong relationship between community satisfaction and service quality.

b. R Square = 0.202 → the contribution of service quality to community satisfaction was 20.2%, while the remaining 79.8% was influenced by other factors that were not included in this research model, such as apparatus competence, infrastructure, work discipline, and other external factors.
c. Adjusted R Square = 0.190 → indicates the correction value of the R Square, which more accurately describes the contribution of independent variables to the dependents after adjusting for the number of samples and variables. This value is still relatively consistent, so the model can be said to be quite good.
d. Std. Error of the Estimate = 7.03222 → illustrates the magnitude of the standard error in predicting service quality. The smaller the value, the better the regression model in explaining the dependent variables.

It can be concluded that the results of the determination coefficient test show that community satisfaction has a sufficient contribution to improving service quality, although the effect is still limited to 20.2%. Thus, the improvement of service quality does not only depend on community satisfaction, but is also influenced by other factors that need to be considered by relevant agencies.

Discussion

1. Simple Correlation Test

Based on the results of the analysis of a simple correlation test, a correlation coefficient value (r) of 0.449 was obtained with a significance level of 0.000 < 0.05. This shows that there is a significant positive relationship between Service Quality and Community Satisfaction. This relationship is moderate, because the correlation value is between 0.40–0.60 according to the criteria of Sugiyono (2019). This means that the better the quality of service provided by the agency, the higher the public satisfaction felt.

This finding is in line with the theory of Parasuraman, Zeithaml, & Berry (1988) through the SERVQUAL model, which explains that public satisfaction is greatly influenced by their perception of the dimensions of service quality, namely reliability, responsiveness, assurance, empathy, and tangible evidence. If these dimensions are fulfilled properly, then community satisfaction will increase.

In addition, the results of this study are also supported by Tjiptono (2016) who stated that service quality is one of the main determinants of customer/community satisfaction. Quality service will cause a positive experience which ultimately increases the level of satisfaction.

Previous research by Suryanto & Gunawan (2020) found that there is a positive and significant relationship between service quality and community satisfaction in public services, where the better the quality of service felt by the community, the higher their satisfaction with the relevant agencies. This is consistent with the results of the research obtained, where the quality of service is proven to contribute to the level of community satisfaction.

Thus, it can be concluded that service quality plays an important role in building community satisfaction. However, because the correlation value is still in the moderate/adequate category (r = 0.449), this indicates that in addition to service quality, there are other factors that also affect community satisfaction, such as the

availability of infrastructure, service speed, and the professional attitude of employees.

2. Partial Test

Based on the results of the partial regression analysis shown in the Coefficients table, the regression coefficient value for the Community Satisfaction variable was obtained of 1.702 with a calculated t value = 4.148 and a significance level of 0.000 < 0.05. This shows that the community satisfaction variable has a positive and significant effect on service quality. Thus, the hypothesis that states that "community satisfaction has a significant effect on service quality" is accepted.

These results indicate that the higher the level of satisfaction felt by the community with the services provided, the better the quality of services produced by the agency. The positive regression coefficient means that the relationship between community satisfaction and service quality is unidirectional, meaning that increased community satisfaction will be followed by an improvement in service quality.

The findings of this study are in line with the theory put forward by Zeithaml, Parasuraman, and Berry (1990) which states that community satisfaction is the result of a comparison between expectations and performance of services received. When people feel satisfied with the services provided, it becomes an important indicator that the quality of services has been fulfilled.

In addition, the results of this study support the findings of previous research by Rahmawati (2021) which stated that community satisfaction has a significant influence on improving the quality of public services. This shows that satisfaction is not only an indicator of service success, but also a key driver in creating services that are effective, responsive, and in accordance with the needs of the community.

Thus, it can be concluded that community satisfaction has an important role in determining the high and low quality of service. Increasing community satisfaction needs to be the main focus of public service agencies in an effort to improve the quality of services provided to the community.

3. Coefficient Determination Test

Based on the results of a simple regression analysis in the Model Summary table, an R Square value of 0.202 or 20.2% was obtained. This shows that the Community Satisfaction variable is able to explain the variation in changes in Service Quality by 20.2%, while the remaining 79.8% is influenced by other factors that are not studied in this study, such as apparatus competence, availability of facilities and infrastructure, effectiveness of organizational communication, work discipline, and other external factors.

The Adjusted R Square value of 0.190 strengthens this result, where after adjusting for the number of samples, the contribution of community satisfaction to service quality remains in the range of 19%–20%. Thus, the regression model used can be said to be quite good to describe the influence of community satisfaction on service quality, although the influence is not dominant.

The results of this study are in line with the theory put forward by Parasuraman, Zeithaml, & Berry (1988) in the concept of SERVQUAL, which states that the quality of service is influenced by the level of customer satisfaction (society) with the dimensions of service, namely reliability, responsiveness, assurance, empathy, and physical evidence. This means that the higher the satisfaction of the community with the services received, the higher the quality of service felt.

This research is also supported by the findings of Tjiptono (2016) who affirm that community satisfaction is one of the important indicators in assessing the quality of public services. A good level of community satisfaction will encourage positive perception of services provided by government agencies.

In addition, previous research by Suryanto & Gunawan (2020) showed that public satisfaction has a significant effect on the quality of public services, although the magnitude of the influence is not entirely dominant because there are other variables such as employee professionalism, infrastructure, and service systems that also have important contributions.

Thus, it can be concluded that community satisfaction has a significant role in improving service quality, but public service agencies need to pay attention to other factors outside of community satisfaction in order to achieve a more optimal quality of service.

D. CONCLUSION

The results of the correlation test showed that there was a positive relationship between the quality of administrative services and community satisfaction with a correlation coefficient value of 0.449. This means that the better the quality of services provided, the higher the level of community satisfaction. Thus, it can be concluded that the quality of administrative services has an effect on community satisfaction is quite strong.

Based on the results of the partial test (t-test), the t-value was obtained from 4,148 > t table 1,995 (df = 70 – 2 = 68, α = 0.05). The value of Sig. = 0.000 < 0.05 with a significance level of 0.000 < 0.05, so it can be concluded that the quality of administrative services has a significant effect on community satisfaction at the South Sulawesi Provincial BPBD Office, Makassar City. This shows that the quality of service is an important factor in increasing community satisfaction.

The results of the determination coefficient test showed that the R Square value was 0.202 or 20.2%. This indicates that the quality of administrative services contributed 20.2% to public satisfaction, while the remaining 79.8% was influenced by other factors outside of this study, such as infrastructure, speed of service, communication, and professionalism of employees.

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