

# The Influence of Service Quality on Community Satisfaction at The Tumori Village Office West Gunungsitoli Subdistrict Gunungsitoli City

Ivan Doktrin Famohouni Zebua<sup>1</sup>, Yoel Melsaro Larosa<sup>2</sup>, Fatosola Hulu<sup>3</sup>, Sukaaro Waruwu<sup>4</sup>  
<sup>1,2,3,4</sup> Faculty of Economic, Nias University, Indonesia.

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## ABSTRACT

When it comes to meeting the requirements and desires of individuals and groups, service quality is everything that they hope for. Stated differently, service quality is primarily determined by two factors: the perceived and expected level of service. When the level of service provided satisfies expectations, it is considered to be of an ideal or good quality. On the other hand, a service's perceived quality is negatively impacted if it falls short of expectations. As a result, the ability of the service provider to continuously satisfy client expectations determines the quality of the service. People become unhappy when service delivery falls short of their expectations. If the services live up to expectations, people will be happier. The purpose of the study is to determine the degree to which community satisfaction at the Tumori Village Office, West Gunungsitoli District, Gunungsitoli City, is influenced by service quality, as well as the relationship between the two. Based on the research that has been conducted, it is concluded that service quality influences community satisfaction and shows that service quality has a positive influence on community satisfaction. The results of the research indicate that community satisfaction is positively impacted by service quality, and that service quality itself influences community contentment.

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### Corresponding Author:

Ivan Doktrin Famohouni Zebua,  
Faculty of Economic,  
Nias University, Indonesia  
Gunungsitoli city, Nourth Sumatra, Indonesia.  
Email: [ivandoktrin12032000@gmail.com](mailto:ivandoktrin12032000@gmail.com)

## 1. INTRODUCTION

High-quality service results in high levels of satisfaction for others' needs (Misransyah et al., 2023). Service quality is realized through fulfilling needs, desires, and expectations, and delivering in a way that meets or exceeds everyone's expectations. Service quality can be measured by five dimensions commonly referenced: Reliability, Responsiveness, Assurance, Empathy, and Tangibles (Pang et al., 2024). Philip Kotler and Kevin Lane Keller in Barve & Yeravdekar, (2023) express that quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs (Asiri et al., 2024).

Tumori, a village situated in the Gunungsitoli region, North Sumatra, plays an indispensable role in providing public services to its local community (Li et al., 2023). As an integral part of Gunungsitoli's administrative structure, Tumori not only serves as a hub of economic and social activities but also functions as the place where the community accesses various services necessary

for their daily lives (Gül et al., 2023). Amidst the ongoing modernization and social changes, the village office of Tumori stands at the forefront of meeting the community's demands for quality and responsive services (Almohammed et al., 2023).

The importance of quality public services has been a focal point in various discussions regarding the effectiveness of local governance (Wale & Mkuna, 2023). In the context of regional autonomy, village offices are regarded as central points in providing various administrative services to the community. From population administration to land registration, business permits to tax payments, the village office serves as the primary gateway through which the community accesses their rights and needs (Hollman et al., 2024). Therefore, a deep understanding of service quality at the village office level becomes increasingly crucial to ensure that the community's needs are well met.

On the other hand, community satisfaction serves as a primary indicator of public service effectiveness (Wang et al., 2024). The level of community satisfaction reflects the extent to which their expectations and needs are met by the services provided by the village office (Bilal et al., 2024). In rural areas like Tumori, where resource and infrastructure limitations still pose challenges, it is important to understand the factors influencing community satisfaction with the services provided (Dabija et al., 2024).

While some research has been conducted on community satisfaction with public services, studies focusing on service quality at the village office level, especially in rural areas like Tumori, remain limited (Stol et al., 2024). Therefore, this study aims to fill this knowledge gap by exploring the relationship between service quality provided by the Tumori village office and the satisfaction of the community receiving these services (Sánchez-Sánchez et al., 2024).

Thus, this research is expected not only to provide deeper insights into the factors influencing community satisfaction with public services at the local level but also to make a tangible contribution to the development of better and more responsive public services in rural areas like Tumori. With a better understanding of the dynamics between service quality and community satisfaction, local governments can direct their efforts towards improving the efficiency and effectiveness of public services, thereby promoting sustainable and inclusive development in rural communities (Xie et al., 2024).

To support the government's role in providing good services, efforts to improve service quality are consistently carried out, considering the needs and expectations of the community. Thus, government services to the public can always be provided quickly, accurately, affordably, openly, simply, and without discrimination (Alcaide Manthey, 2024). Therefore, improving the quality of services to the public is an ongoing and sustainable activity carried out by all levels of government personnel. Government service quality always prioritizes the interests of the people being served. However, there has been a tendency for the public to perceive government services as generally poor and lacking in quality (Ojo et al., 2024). This can be seen from the numerous complaints lodged against government officials who provide services to the public. One common complaint from the public regarding government officials is their unfriendly behavior and the bureaucratic complications they create (Pedroso & Gomes, 2024). These issues are often cited as the main reasons why people are hesitant to utilize government services. Despite this, government agencies are now starting to organize and compete to provide the best services to the public (Lubart & Capelli, 2024). Thus, the role of the Government as a service provider for the public can be realized by providing quality services.

Especially in today's era, local governments are emphasizing optimal service quality and are capable of meeting the increasingly high demands of the public. One such example is the Tumori Village Office in West Gunungsitoli Subdistrict, Gunungsitoli City, which is a government institution providing services at the village level to the community. Therefore, the Tumori Village Government is required to prioritize maximum service quality that provides satisfaction to the served community. Hence, the researcher is interested in studying the Influence of Service Quality on Community Satisfaction at the Tumori Village Office, West Gunungsitoli Subdistrict, Gunungsitoli City.

## 2. RESEARCH METHOD

This research utilizes the Quantitative Descriptive Analysis method (Sinha et al., 2024). Quantitative descriptive research is a type of research aimed at systematically, factually, and accurately describing specific population facts and characteristics, or attempting to describe phenomena in detail (Pitardi et al., 2024). This research assesses the nature of visible conditions, and the purpose of this study is limited to describing the characteristics of something as it is, specifically regarding the Influence of Service Quality on Community Satisfaction at the Tumori Village Office. The research is conducted at the Tumori Village Office, West Gunungsitoli Subdistrict, Gunungsitoli City, North Sumatra. Data collection techniques involve distributing questionnaires or surveys, consisting of a set of written questions or statements to respondents for them to answer. This research utilizes a closed questionnaire, where the answers are already provided by the researcher, requiring respondents only to choose. The data analysis used in this research is Simple Regression Analysis, which is an analysis to see the extent of the influence of service quality on community satisfaction (Basile et al., 2024).

## 3. RESULTS AND DISCUSSIONS

Service quality is everything expected by an individual/group with the aim of fulfilling their desires and needs (Benmohamed et al., 2024). In other words, there are two main factors that influence service quality: expected service and perceived service. If the service received or perceived matches the expectations, then the service quality is perceived as ideal or good (López-Cabarcos & Piñeiro-Chousa, 2024). Conversely, if the service quality received does not meet expectations, then it is perceived as poor. Thus, the quality of service depends on the service provider's ability to consistently meet their customers' expectations.

Satisfaction is an individual's feeling or assessment of a product/service from a company/institution, where if the product/service exceeds expectations, the individual feels pleased (Ozuna & Steinhoff, 2024). Satisfaction, from the perspective of the community, is about what they have experienced regarding the service provided compared to what they desire. If the service provided is lower than the community's expectations, it means they are not satisfied. If the service provided meets their expectations, the community will feel happier.

This research employs two variables: the independent variable is service quality, while the dependent variable is community satisfaction. To determine the data analysis technique, descriptive analysis, simple linear regression analysis, validity testing, and reliability testing are conducted (Kadić-Maglajlić et al., 2024).

The research results indicate that service quality has a positive effect on community satisfaction. This can be seen from the simple regression analysis results, where the constant value indicates 16.805. This shows that if the independent variable is considered constant, then service quality has a positive effect on community satisfaction. The constant value of community satisfaction at 16.805 indicates that the increasing service quality affects the satisfaction perceived by the community. With a coefficient value of  $X = 0.516$ , it indicates that service quality positively influences community satisfaction. Thus, the better the service quality provided by the Tumori Village Office, the higher the community satisfaction. Therefore, one of the efforts that can be made is to provide good service to the entire community to ensure their satisfaction (Scarpi & Pantano, 2024).

The research findings reveal that the quality of service provided by the Tumori Village Office significantly influences the level of community satisfaction. The analysis results indicate that consistently good service quality can enhance community satisfaction with the services provided by government agencies (Zabidi et al., 2022). The implications of these findings are highly relevant in the context of public service management, highlighting the importance of investing in human resources and infrastructure to support service quality improvement (Ferraro et al., 2024). Effective communication between the village government and the community is also identified as a crucial factor in ensuring that the community's expectations and needs are understood and met. However, there are still challenges to overcome in efforts to improve service quality, including resource limitations and other administrative issues (Roy et al., 2024). These findings offer valuable insights for policymakers in designing more effective strategies to enhance public service quality and community satisfaction at the village level (Turja et al., 2024).

#### 4. CONCLUSION

Based on the problem formulation presented, the data analysis conducted, and the discussion presented in the previous chapter, the following conclusions can be drawn: Based on the t-test, it can be observed that the T-statistic is 5.063766, which is greater than the t-table value (1.661) at the degree of freedom of 98 ( $df = 100 - 2$ ) with a coefficient level of 0.52. This means that service quality significantly influences community satisfaction at a 5% alpha level, where every 1% change in service quality variable can affect 0.0052% of community satisfaction. This is also consistent with the opinion of Mulyapradana, Anjarini, and Harnoto, 2020:28, that providing service quality can affect the satisfaction of service recipients if the service quality is delivered well. Based on the R-square, the bivariate model in this study is 0.207, indicating that the dependent variable, in this case, community satisfaction, can be explained by the model by 20.7%. Meanwhile, 79.3% of the dependent variable is explained by factors outside the model.

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