Conference Paper

Local Government Public Services: Measuring the Effect of Attitude of Nagari Apparatus on Public Satisfaction Through the Quality of Public Services

Dasman Lanin, Boni Saputra*, Lince Magriasti, Afifah Asriati, and Dwi Finna Syolendra

Universitas Negeri Padang, Padang, Indonesia

ORCID
Dasman Lanin: https://orcid.org/0000-0002-0032-6866
Boni Saputra: https://orcid.org/0000-0002-5368-1343
Lince Magriasti: https://orcid.org/0009-0001-8410-0687

Abstract.
The low quality of public services often becomes a public complaint. It even becomes a bad image in the eyes of the public, causing a feeling of public dissatisfaction with the services provided. In service, attitude plays an important role because it is one of the service quality indicators. Good service will be seen from the way and attitude of employees in providing services to the community. This study aims to measure and analyze the influence of the attitude of the Nagari apparatus on public satisfaction through the quality of public services in West Sumatra, Indonesia. An associative quantitative approach was chosen to achieve this goal. The population in this study were people who had dealt with Nagari officials in West Sumatra in public service matters. The sample is determined through two stages, namely: cluster area and quota sampling. A sample of 425 from eight Nagari. Questionnaires validated and tested for reliability were distributed to these respondents. The collected data were then analyzed using Structural Equation Modeling (SEM) Analysis Moment of Structural (AMOS) statistics. The literature study also supports data collection. The results of the research confirm and prove that there is a significant influence of the attitude of the Nagari apparatus on public satisfaction, both directly and through the mediating role of service quality. Thus the results of this study have provided evidence that the model built can be used as an academic rationale to strengthen the theories and models that have been reviewed in this research study.

Keywords: attitude apparatus, public satisfaction, public service quality, nagari

1. Introduction

Humans cannot be separated from their needs in every aspect of life. One fulfilment of human needs is related to the desire to obtain public services. As mentioned [1], That quality service has always been the people's demand for the apparatus for the services provided, even though sometimes what they ask for or want from quality service they

have not received and is not in accordance with expectations. Because empirically the public services that have occurred so far are still characterized by being slow, convoluted and tiring. Public services in the era of regional autonomy have remained relatively high [2]. Public services must realize a service administration system that provides equality between service providers and those served [3]. Such a situation makes the community as users of public services feel dissatisfied.

View Koo & Tao adapted [2], states that many government failures to provide quality, responsive, trustworthy and good service ethics are due to human resources. Especially the attitude of government employees who are at the forefront of service. Employee attitude is one of the most vulnerable elements in an organization. Considered vulnerable because it is difficult to predict, and efforts to improve the quality of public services can be done through improving employee attitudes, in other words attitudes are assumed to have contributed to the quality of public services [4]. Here it can be seen that the attitude shown by employees and the public's perception of the employee's attitude has an impact on the community's assessment of the quality of service they receive.

The attitude of the apparatus is also a determining indicator of a service. In service, attitude plays an important role, especially in service quality. Good service will be seen from the way and attitude of employees in providing services to the community. Irregular employee behaviour occurs in almost all government agencies, not only at the central government but even at the lowest level of government (Village or Nagari). The assessment of the quality of service that occurs at the West Sumatra Nagari office that is often complained about by some people is the attitude of the apparatus towards the community in providing public services. Often officials are considered to lack an attitude of will and good service orientation to the community, as we understand that attitude is a reflection of behaviour, so it is not surprising that the attitude of the apparatus as assessed by the community has an impact on the community's assessment of the quality of services provided, especially by apparatus [5].

On the other hand, service quality also affects employee and customer satisfaction [6]. In the current era of globalization, the success of good service can be measured by looking at the level of customer satisfaction. The emergence of feelings of pleasure or the fulfillment of one's expectations of the performance of others is called satisfaction. Satisfaction will be created when reality is able to exceed the desired expectations. As stated by [7], One of the things that cannot be controlled is "service", because service is different from other factors such as strategic location, trademark, appropriate price and adequate facilities. Service is emotional, so that excellent service quality can be a differentiator from the others.

Observing the current service phenomenon, service is only limited to the paradigm of customer satisfaction. Customer satisfaction is a benchmark for service quality, so the success or failure of service is related to customer satisfaction. Customers are also limited to service recipients from the government. Customers consist of two, namely internal and external customers. Satisfaction from what is obtained will be directly proportional to internal customer satisfaction, namely the government. The government here acts as a service provider to the community's needs. Supporting the statement above, following the concept of TQM, according to [8] that customer satisfaction is a variable that affects the quality of services provided. The effect of customer satisfaction on public services is also explained by [9], that there is a relationship between customer satisfaction and the quality of public services.

As with the service phenomenon, as explained above, an employee's attitude can determine the quality of the service provided, and the quality provided by employees can also determine the level of satisfaction of a customer, so an employee must be able to provide the best. Service attitude aims to improve service quality [10], and customer satisfaction is also improving. Employee attitudes greatly influence efforts to improve the quality of public services [11]. Moreover, service quality also affects customer satisfaction [12]. Based on what has been described above, this study aims to measure and analyze the influence of apparatus attitudes on public satisfaction through the quality of public services based on total quality management in Nagari West Sumatra.

2. Method

This study uses an associative quantitative approach. Quantitative is used in this study, starting from the analysis process to concluding using aspects of calculation, measurement, formulas and numerical data [13][14]. Meanwhile, it is associative because this study analyzes a combination of two or more variables [15][16]. This study consists of two exogenous variables, namely (1) the variable attitude of adoption [17] with indicators: value, response and service orientation. (2) the service quality variable [18] with reliability, responsiveness, assurance, empathy, and tangible indicators. Consists of one endogenous variable of satisfaction [19], which consists of indicators of service, performance, price, and emotional factors. The indicators used have been modified and adapted to the context of this study. The population in this study are people who have had contact with the Nagari apparatus in West Sumatra in matters of public service. Sampling was carried out in cluster area and quota sampling, and 425 samples were obtained. The research objects are Nagari in West Sumatra which includes: Nagari

Manggopoh; Nagari Koto Rantang; Nagari Suayan; Nagari Kasang; Nagari Ujung Gading; Nagari Sungai Buluh; Nagari Barapak; Nagari Parambahan.

The closed questionnaire was used for data collection in the field; the questionnaire had previously been tested for validity and reliability. The questionnaire was prepared based on variable indicators, outlined as questions with alternative answers on a Likert scale that respondents could choose from. Documentation studies were also involved in this study using primary and secondary data. The conceptual framework model for this study was developed and designed in advance, as shown in Figure 2. The data analysis used included descriptive analysis, regression analysis and statistical analysis of the Structural Equation Modeling (SEM) Analysis of Structural Moments (AMOS) because this research has three types. Variables, namely exogenous, meditating and endogenous variables [20].

Meanwhile, the Sobel test was used to see the effect of mediation. The mediating variable is an intervening variable that influences exogenous variables and endogenous variables [21][22]. The conceptual framework model developed in this study:
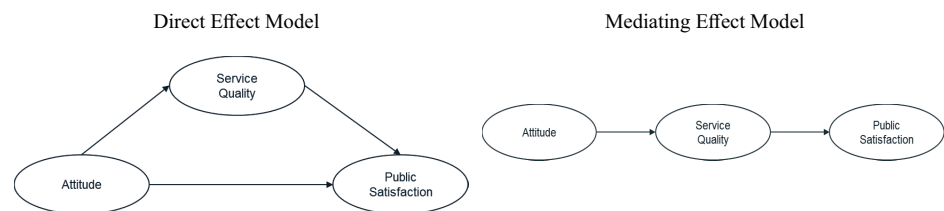

Figure 1: Research Conceptual Framework Model.

3. Results and Discussion

3.1. Descriptive analysis of respondents' demographic characteristics

The first data analysis to be presented based on findings in the field relates to the descriptive analysis of the characteristics of the respondents. This aims to provide an overview of the identity and information of the respondents studied [23]. This data was obtained from questionnaires distributed to the subjects selected as the research sample and stated that the respondent's data had been filled in completely and passed the selection at the time of data tabulation. The results of the analysis are presented in Table 1. below:

TABLE 1: Respondent of Characteristics.

Respondent of Characteristics		Frequency	Percent
Sex	Male	138	32,47%
	Female	287	67,53%
	Amount	**425**	**100**
Age	<20 Years	41	9,65%
	21-30 Years	138	32,47%
	31-40 Years	112	26,35%
	41-50 Years	83	19,53%
	>50 Years	51	12,00%
	Amount	**425**	**100**
Level of Education	Elementary School Equivalent	60	14,12%
	Junior High School	137	32,24%
	High School Equivalent	106	24,94%
	Diploma	17	4,00%
	Bachelor	78	18,35%
	Master	4	0,94%
	Other...	23	5,41%
	Amount	**425**	**100**
Nagari in West Sumatra	Manggopoh	53	12,47%
	Koto Rantang	55	12,94%
	Suayan	55	12,94%
	Kasang	50	11,76%
	Ujung Gading	49	11,53%
	Sungai Buluh	55	12,94%
	Barapak	55	12,94%
	Parambahan	53	12,47%
	Amount	**425**	**100**

Source: Data Analysis, 2023

3.2. Structural model analysis

Next is the analysis of the model's structural model that has been developed previously. The data to be analyzed has first been proven and tested for the validity and reliability of the data from each indicator forming latent variables. The data were then analyzed using the full Structural Equation Modeling (SEM) model. Processing of the SEM model data as a whole is carried out by testing the significance of causality between variables and the serviceability of the model that has been developed. The path diagram for the full model analysis invalidating invalid indicators is presented as follows:
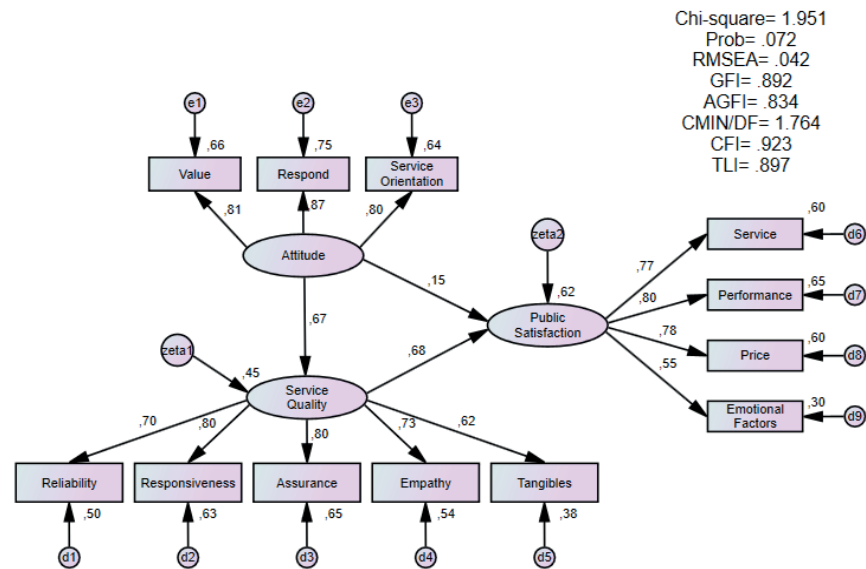
Source: Data Analysis, 2023

Figure 2: Structural Model After Modification. *Source: Data Analysis, 2023*.

Based on Figure ?? above, it can be seen that the model feasibility test has shown model fit. This model has previously been modified index and evaluation model. The model evaluation uses several fit index criteria to measure whether the proposed model is good [24]. This test aims to determine how appropriate (fit) the model is in research. The results of testing the goodness of fit (GOF) model after modification can be seen in Table 2 below:

TABLE 2: Goodness of Fit Test Results After Modification.

The goodness of Fit Index	Cut-off Value	Analysis Results	Model
X^2/df	Minimum/ <3.00	1,951	Fit
Significant Probability	≥0,05	0,072	Fit
RMSEA	≤0,08	0,042	Fit
GFI	≥0,90	0,892	Fit
AGFI	≥0,90	0,834	Fit
CMIN/DF	≤2,00	1,764	Fit
TLI	≥0,90	0,897	Fit
CFI	≥0,90	0,923	Fit

Source: Data Analysis, 2023

Based on the results of the fit test in Table 2, it can be seen that the Chi-Square, Probability, RMSEA, GFI, AGFI, CMIN/DF, TLI, and CFI index values have met the requirements of the fit index criteria. The model is acceptable for research.

3.3. Hypothesis test

The next step is to test the hypothesis. The t-value is used for drawing conclusions on hypothesis testing, namely by looking at the significance value of 0.05. In the AMOS program this value is called the Critical Ratio (c.r) value in the Regression Weight of the fit model. By making a decision if the value of Critical Ratio (c.r) $\geq$ 1.967. Or the probability value (P) $\leq$ 0.05 then Ho is rejected (the research hypothesis is accepted). The results of processing by AMOS for the full model can be seen in table 3 as follows:

TABLE 3: Hypothesis Test Results.

Variable	Direct Effect Coefficients (Standardized)	Indirect Effect	C.R.	Sig <0.05
Attitude → Service Quality	0,673	-	9,898	.000 (Sig)
Attitude → Public Satisfaction	0,149	-	2,303	.021 (Sig)
Service Quality → Public Satisfaction	0,678	-	8,226	.000 (Sig)
Attitude → Service Quality → Public Satisfaction*	-	0,456	4,992	.000 (Sig)

*Sobel Test Partial Mediated, *Source: Data Analysis, 2023*

The interpretation of the table above is:

1. The estimated value of the effect of Attitudes on Service Quality is positive at 0.673. That is, the better the Attitude of employees in providing public services in Nagari, the more Service Quality will increase by 67.3%. CR value > 1.96 (9.898 > 1.96) and P-Value < 0.050 (0.000 < 0.050), meaning that the influence of attitudes on service quality is significant.

2. The estimated value of the influence of Attitudes on Public Satisfaction has a positive value of 0.149. That is, the better the attitude of employees in providing services to the public, the more public satisfaction will increase by 14.9%. CR value > 1.96 (2.303 > 1.96) and P-Value < 0.021 (0.021 < 0.050), meaning that the influence of attitudes on public satisfaction is significant.

3. The estimated value of the effect of Service Quality on Public Satisfaction is positive at 0.678. This means that the better the implementation of Service Quality in services in Nagari, the more Public Satisfaction will increase by 67.8%. CR value > 1.96 (8.226 > 1.96) and P-Value < 0.000 (0.000 < 0.050), meaning that service quality has a significant effect on public satisfaction.

4. The path coefficient value of the indirect effect of attitudes on public satisfaction through service quality has a positive value of 0.456. That is, the better the attitude

of Nagari employees in providing services to the community, the more Service Quality will also increase so that public Satisfaction will increase by 45.6%. Based on the results of the Sobel test [21] using the Sobel online calculator which was carried out online, the Sobel test statistical value was > 1.96 (4.992 > 1.96), and the P-Value < 0.050 (0.000 < 0.050), then the effect of attitude towards Public Satisfaction through Service Quality is significant.

3.4. Effect of attitude on service quality

This study found a positive influence between attitudes towards service quality with a significance value of 0.000 and an estimated score of 0.673. Attitudes are measured using three indicators: value, response and service orientation. The highest loading factor among these indicators is the response, which is equal to 0.75, meaning that according to the service quality respondents studied, they most want a good response from employees to the community for the services provided.

The attitude of the apparatus is also a determining indicator of service. In service, attitude plays an important role, especially in service quality [5]. Attitude is a reflection of a person who manifests through the person's behaviour. The bad attitude shown by employees when serving the community can impact people's assessment of the quality of services provided [5]. One of the studies which state that attitudes influence service quality is research conducted [10][11][5].

3.5. Effect of attitude on public satisfaction

This study found a positive influence between attitudes towards public satisfaction with a significance value of 0.021 and an estimated score of 0.149. Public satisfaction is measured using four indicators: Service, Performance, Price and Emotional Factors. The highest loading factor is the performance indicator, which is 0.80, meaning that public satisfaction, according to the respondents studied, is what they most want for good performance in serving the community.

Good service will be seen from the way and attitude of employees in providing services to the community. Disorganized employee attitudes will impact public dissatisfaction with the services provided [5]. From here, it can be seen that there is an influence between attitudes on satisfaction. The results of this study are in accordance with research conducted by [25][26], which reveals that attitudes significantly affect customer satisfaction.

3.6. Effect of service quality on public satisfaction

This study found a positive influence between service quality on public satisfaction, with a significance value of 0.000 and an estimated score of 0.678. Service quality is measured using five indicators: Reliability; responsiveness; ensure; Empathy; and Tangibles. The highest loading factor is the Assurance indicator, which is equal to 0.80, meaning that according to the respondents studied, the quality of service they most want is guaranteed and certainty, both in terms of the right time and the costs to be incurred. To get service.

Customers have expectations and choices to determine how products and services should function. These expectations are then compared with the function or quality whether it is in accordance with the expectations desired by the customer or not [27]. Feelings of public dissatisfaction if ignored will lead to public distrust of the government. When people think that the government is no longer able to meet people's needs and the government is considered no longer able to carry out its responsibilities as a public servant, then this is where feelings of dissatisfaction begin to form [28]. This confirms previous research as disclosed by [29][30][6][31][32] [14].

Based on the results of the research on statistical test results as described above, the researcher obtained an illustration that the effect of attitude and quality of service empirically made a significant contribution to increasing public satisfaction with public services at the Nagari level. West Sumatra, Indonesia. The results of data analysis in this study have been proven empirically. The hypothesis put forward in this study has been proven to be tested significantly. So it can be concluded that the theories used to measure and analyze problems in the field are still quite actual and very relevant. So this research does not produce new hypotheses or new theories and does not invalidate existing theories. But strengthen the previous theory.

4. Conclusion

In short, the influence of attitude and service quality on community satisfaction, either directly or through intervening variables (service quality), has proven to have a significant effect, and the influence of each of these variables is positive. The better the attitude and quality of service provided by public service providers to the community, the higher public satisfaction. The magnitude of the contribution of the influence of attitudes on service quality is 67.3%, attitudes towards community satisfaction are 14.9%, and service quality is 67.8%. In comparison, the indirect effect of attitudes on community satisfaction

through service quality is 45.6%. The most dominant loading factor for each indicator variable is: For the attitude of the apparatus, according to the respondents studied, what they most wanted was a good response from the officers; for the quality of service, according to the respondents studied, what they most wanted, was guarantees for the services provided. While for Community Satisfaction, according to the respondents studied, they most want performance. The practical and theoretical implications that emerge from this study are that the hypothesis proposed has found a model in increasing public satisfaction in the realm of public services. This model has been proven and tested at the Nagari public service level, in Indonesia. Nagari is the lowest level of government in the Indonesian government system.

Acknowledgements

References

[1] Kencana SI. Ilmu administrasi publik. Jakarta: Rineka Cipta; 1999.

[2] Winarni P, Sarma M, Gani DS, Hatmodjosoewito S. Analisis sikap pegawai terhadap perilaku pelayanan publik (Studi Kasus di BP2T Kabupaten Sragen dan Kabupaten Sidoarjo). Jurnal Penyuluhan. 2012;8(1).

[3] Priyono A. Pelayanan satu atap sebagai strategi pelayanan prima di era otonomi daerah. J. Spirit Publik. 2006;2(2):67–74.

[4] Rahayuningsih S. Sikap (Attitude). Jakarta: Gunadarma; 2008.

[5] Eriswanto E, Sudarma A. Pengaruh sikap dan kompetensi terhadap kualitas pelayanan publik rsuD R. Syamsudin, SH. Kota Sukabumi. Seminar Nasional dan The 4 th Call for Syariah Paper. 2017.

[6] Lanin D, Hermanto N. The effect of service quality toward public satisfaction and public trust on local government in Indonesia. International Journal of Social Economics. 2019;46(3):377–392.

[7] Solikin M. Pelayanan prima (Service excellence). Jakarta: Inti Prima; 2011.

[8] Hensler, Brunell. Total quality management cetakan ke-8. Jakarta: PT. Raja Grafindo Persada; 2003.

[9] Russell WB, Taylor RS. Operations management: Quality and competitiveness in a global environment. United States of America, 2006.

[10] Esha D, Hakim F, Rizkia PS. Pengaruh attitude karyawan dan beban kerja karyawan terhadap kualitas pelayanan di rsud balaraja kabupaten tangerang. J. JKFT Univ. Muhamadiyah Tangerang. 2021;6(1):7.

[11] Kalepo R, Sakir M, Mediansyah AR. Pengaruh sikap dan kompetensi kerja terhadap kualitas pelayanan publik di kantor camat suwawa kabupaten bone bolango. Provid. J. Ilmu Pemerintah. 2022;1(1).

[12] Suhartono, Azizah EPN, Hakim L, Hartanti H. Hubungan pelayanan prima dengan kepuasan pelanggan pt kereta api Indonesia (Persero) pada Stasiun Pasar Senen (Studi Kasus: KA Progo Pasar Senen-Lempuyangan Kelas Ekonomi). Kolaborasi J. Adm. Publik. 2019;5(3).

[13] Sugiyono. Metode penelitian kuantitatif, kualitatif dan kombinasi (mixed methods). Bandung: Alfabeta; 2016.

[14] Syamsir DL. Assessing the mediating effect of the role of public managers between service quality and public satisfaction of various ethnicities in local governments in Sumatra, Indonesia. Public Policy and Administration. 2023;22(1).

[15] Saputra B, Fajri H. The role of performance as variable moderating of the influence of public services motivation and competence on job satisfaction of civil servants. Proceedings of the International Conference on Public Administration, Policy and Governance (ICPAPG 2019; 2020. https://doi.org/10.2991/aebmr.k.200305.181

[16] Ginting P, Situmorang SH. Filasafat ilmu dan metode riset. Medan: USU Press; 2008.

[17] Dewi W. Teori & pengukuran pengetahuan, sikap, dan perilaku manusia. Yogyakarta: Nuha Medika; 2010.

[18] Tjiptono F, Chandra G. Service, quality satisfaction. Yogyakarta: Andi Offset; 2012.

[19] Kotler P, Keller KL. Marketing management. New York: Harlow Pearson Education; 2012.

[20] Solimun AA. Fernandes, Nurjannah. Metode statistika multivariat: Pemodelan Persamaan Struktural (SEM) Pendekatan WarpPLS. Malang: Universitas Brawijaya Press; 2017.

[21] Sobel ME. Asymptotic confidence intervals for indirect effect in structural equation models. In: Leinhardt S, editor. Sociological methodology 1982. Washington (DC): American Sociological Association; 1982. https://doi.org/10.2307/270723

[22] Ghazali I. Aplikasi analisis multivariate dengan program IBM SPSS 19. Semarang: Badan Penerbit Universitas Diponegoro; 2011.

[23] Padjalangi AI. Pengaruh penilaian prestasi kerja dan kompetensi karyawan terhadap promosi jabatan pada PT Bank Negara Indonesia (Persero) Tbk Cabang Makassar. Universitas Hasanuddin; 2012.

[24] JFH JR. WC Black, Babin BJ, Anderson RE. Multivariate data analysis. 7th ed. New Jersey: Prentice Hall; 2010.

[25] Lesnussa JU, Warbal M. Pengaruh sikap dan kualitas pelayanan terhadap kepuasan pelanggan. Public Policy. 2023;4(1):31–46.

[26] Nisaq ZAF. Analisis pengaruh sikap pramuniaga, profesionalisme pramuniaga dan kualitas produk terhadap kepuasan konsunen di alfamart katang kediri. J. Ilm. Simki-Economic. 2017;1(3).

[27] Astuti W, Lanin D, Syamsir. The effect of employee satisfaction on service quality through delevery and profesisionalsm in labor and industrial agency of Padang City. Advances in Social Science, Education and Humanities Research. 2019;458.

[28] Salminen A, Ikola-Norrbacka R. Trust, good governance and unethical actions in Finnish public administration. International Journal of Public Sector Management. 2010;23(7):647–668.

[29] Fadillah F., Haryanti I. Analisis pengaruh fasilitas dan kualitas pelayanan terhadap kepuasan pelanggan pada PT. pelabuhan Indonesia (Pelindo) III Cabang Bima. J. At-Tamwil Kaji. Ekon. Syariah. 2021;3(2).

[30] Rendi A. Pengaruh experiential marketing dan kualitas pelayanan terhadap loyalitas nasabah dengan kepuasan sebagai variabel intervening pada bmt di kota palembang. J. Intelekt. Keislaman, Sos. dan Sains. 2021;10(1):21–31. https://doi.org/10.19109/intelektualita.v10i1.7903

[31] Juhana D, Manik E, Febrinella C, Sidharta I. Empirical study on patient satisfaction and patient loyalty on public hospital in Bandung, Indonesia. International Journal of Applied Business and Economic Research. 2015;13(6):4305–4326.

[32] Cáceres-Feria R. Outsiders residents and community-based tourism. Reflections from Alájar (Andalusia, Spain). Gazeta de Antropología. 2017;33(1).