

# Analysis Of The Impact Of Service Quality On Public Satisfaction In The Processing Of Certificates Of Impossibility In Bintara Village, West Bekasi, West Java

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Article Info	ABSTRACT
<b>Keywords:</b> impact of service quality, public satisfaction, obtaining	This study aimed to examine the impact of service quality on public satisfaction in obtaining a Certificate of Inability (SKTM) at Bintara Subdistrict, West Bekasi. A quantitative approach was employed, collecting data from 191 respondents who had previously applied for an SKTM. The results revealed that service quality significantly influenced public satisfaction. Specifically, the dimensions of reliability, responsiveness, assurance, and empathy were found to have a positive correlation with satisfaction. However, the study also identified challenges such as low public awareness, the absence of specific regulations regarding sanctions, and a lack of data verification by community leaders. These findings highlight the importance of improving service quality, particularly in terms of reliability, responsiveness, assurance, and empathy, to enhance public satisfaction with SKTM services. The study recommends strengthening the implementation of standard operating procedures, improving data accuracy, and increasing public awareness to address the identified challenges. Ultimately, these recommendations can contribute to a more efficient and effective public service delivery system at the subdistrict level.
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## INTRODUCTION

Public Service is a service provided to the general public who are citizens or legally residents of the country concerned. Public services are provided by public service providers. Recipients of public services are individuals or groups. The public is a customer of public services, because the public can directly assess whether the quality of the services provided is good or still not in accordance with public expectations.

Public service is an activity by the government provided to the community where satisfaction is the goal. With the diverse needs of the community, of course public services have various types depending on the needs of the community. (Pasolong 2013: 128). Through public services, the needs of the community will be met. The government was formed to meet the needs of the community and as an organization that organizes in public administration. (Isbandono and Pawestri, 2019).

Almost all government activities are in the context of providing services to the community. If this service is a production activity that must be processed properly, so as to produce quality goods. Law of the Republic of Indonesia Number 25 of 2009 concerning

Public Services. The important substance of this Law is to protect and build public trust, emphasize the rights and obligations of Citizens, and as a guarantee to improve the quality of service. According to Article 4 of this Law, the implementation of public services is based on the public interest, legal certainty, equal rights, balance of rights and obligations, professionalism, participation, equal treatment/non-discrimination, openness, accountability, special facilities and treatment for vulnerable groups, timeliness, and speed, ease and affordability.

Government agencies at the sub-district level as public administration areas that are the spearhead of government, are obliged to fulfill the needs and rights of every citizen in the form of civil services available only in government offices. The quality of service in government offices provides an encouragement to the public to establish strong ties with the government.

Based on Article 371 paragraph (1) and paragraph (2) of Law Number 23 of 2014 concerning Regional Government, a Village may be formed in a district/city. The Village as referred to in paragraph (1) has authority in accordance with the provisions of laws and regulations concerning Villages. The Central Government, Provincial Government and District/City Government may assign part of the Government Affairs that fall under their authority to the Village. Based on Bekasi Mayor Regulation Number 80 of 2008, it is stated that the Village Head has the task of assisting the Sub-district Head in carrying out some of the delegated authority including matters in the fields of Government, Security, Order, Economy and Development as well as Social Welfare.

The success or failure of achieving the goals of an organization depends on the control of the work process of the apparatus to be in accordance with the procedures and plans that have been prepared for at least the next 1-3 years. The success of development is also influenced by a clear vision and mission and a strategic plan that is right on target. If the two urgent things above are implemented well, it will create so that public satisfaction will be realized.

In essence, vision and mission are to explore a shared picture of the future in the form of pure commitment without any sense of coercion, but on the contrary, Vision and Mission must be shared and believed by the entire organization/community. Vision as a way of statement which is an expression or articulation and image, values, direction and goals of a realistic organization can provide strength, enthusiasm and commitment and have an appeal and can be trusted as a guide in implementing activities and achieving organizational goals that have been previously set.

In responding to the conditions during the COVID-19 pandemic, Bintara Village held various programs called the Bintara Bangkit Program. The benefits of this program can be felt directly by residents of Bintara Village. With the hope that people affected by Covid can recover physically, spiritually and economically. The service certainly has many shortcomings, but residents and officers work together to deal with this depressed condition.

Since the Covid 19 pandemic, social interactions that have been established with a spirit of kinship with good interaction intensity, have slowly begun to be limited due to the appeal to always comply with health protocols. The previous working method was working entirely from the office (work from office / WFO) to working from home (WFH). This situation also

forces the government bureaucracy to adapt to new habits that affect the effectiveness of the work of the State Civil Apparatus in carrying out its duties and functions.

Changes in habits, especially in the government sector, are not only felt at the district/city level but also at the sub-district level. The activity program that was initially prepared very well and through a tiered mechanism did not run as it should. This situation certainly has an impact on the side of employee services that are felt directly by the community, especially at the sub-district level. Conditions where the community will be served with full attention are then reduced or even limited and of course will have an impact on the sense of satisfaction with the quality of service provided by the apparatus at the sub-district level.

Satisfaction with service quality can be measured through several indicators. These indicators must meet the principles of service. According to Law Number 25 of 2009 concerning Public Services.(1) Public service is an activity or series of activities in order to fulfill service needs in accordance with statutory regulations for every citizen and resident for goods, services, and/or administrative services provided by public service providers. (7) Service standards are benchmarks used as guidelines for the provision of services and references for assessing the quality of services as obligations and promises of providers to the public in order to provide quality, fast, easy, affordable, and measurable services.

If we examine the theory according to Surjadi (2009:42) regarding excellent service, namely that service must be fast, precise, accurate, and of high quality, then state apparatus in Bintara Village, West Bekasi District, Bekasi City, also strive to carry out services in accordance with the principles of excellent service, especially during the Covid-19 pandemic. The increase in requests for certificates of poverty requires officers to work faster, on target and fairly in service and improve the quality of service. The quality of service is reviewed starting from basic administrative services.

Requirements based on service principles as stipulated in Permenpan Number 14 of 2017 Regarding the Guidelines for Compiling Public Satisfaction Surveys of Public Service Provider Units, it is said that along with technological advances and public demands in terms of services, public service providers are required to meet public expectations in providing services. Public services carried out by government officials are currently felt to have not met public expectations. This can be seen from various public complaints submitted through mass media and social networks. Of course, these complaints, if not handled, will have a negative impact on the government. Furthermore, it can cause distrust from the public. One of the efforts that must be made in improving public services is to conduct a public satisfaction survey of service users by measuring the satisfaction of public service users. Given that public service units very diverse, to obtain a national Public Service Index, in conducting the Public Satisfaction Survey, a uniform survey method is required as regulated in these guidelines.

The public satisfaction index as a benchmark for assessing the level of quality of basic administrative services in the sub-district. Public satisfaction index data can be used as assessment material for service elements that still need improvement and can be a driver for each service provider unit to improve the quality of its services.

The services provided by the Kelurahan/village agency include basic administrative services. Basic administration can be divided into 2 types of services, the first is basic administrative services which are only in the form of a cover letter to be followed up by the Sub-district, such as: processing of KTP, Land Certificates, SKTM, Family Cards, and Birth Certificates. The second is services that are directly provided to the community and without being followed up by the Sub-district, such as: processing of death certificates. The processing of these certificates is attempted in accordance with service procedures. Service procedures, namely the ease of service stages provided to the community seen from the simplicity of the service flow.

The impact of the Covid-19 pandemic, in addition to affecting lifestyles, has also greatly affected all aspects of people's lives, the economy has been disrupted, its growth has even almost decreased by 4 percent. This is indicated by the many companies that have gone bankrupt, layoffs (PHK) that have been forced to be carried out to save costs. This has resulted in an increase in unemployment. This condition shows that the spread of the Covid 19 pandemic is directly proportional to the slowing down of the people's economy, especially in Bintara Village. This can be seen through an increase in requests for certificates of poverty.

The submission of a Certificate of Inability to Pay (SKTM) by Bintara residents during the pandemic is intended for relief from education costs, medical treatment, and social assistance recipients. The increase in applications for the three types of certificates shows the economic conditions of Bintara Village residents affected by COVID-19, where public health has declined, businesses have closed down, and employment has been terminated, resulting in a decrease in the ability of heads of families to finance their children's education.

Certificate of Inability to Pay (SKTM) is a type of basic administrative service that is directly provided to the community and followed up by the Sub-district. However, to achieve public satisfaction, the Village apparatus is still required to carry out its duties as a public servant according to the principles of excellent service. This can be seen from the number of SKTM application processes that have increased and decreased in Bintara Village, West Bekasi as follows:

**Table 1.1.** Making of School and Health SKTM Period January – July 2022 Bintara Subdistrict

No	Month	SSchool KTM	SKTM Health
1	January	17	13
2	February	21	15
3	Maret	27	17
4	AApril	32	12
5	Mei	41	9
6	June	83	14
7	July	57	11
	Amount	278	91
	Total		369

Source: Bintara Village (2022)

Based on the data in table 1.1, it shows that the number of people who have business at the Bintara Village Office, West Bekasi, West Java is increasing every month, although not significantly. It can be said that the average number of visits by residents to have business at the Bintara Village Office every month is approximately 50 people per month, with the existing facilities and infrastructure such as 4 LG Split ACs, 1 Swivel Chair, 4 Fans, 3 Service Waiting Chairs, 6 Hall Meeting Tables, 3 Canon Service Printers and 1 Metal Archive Rack/Iron Rack, so that the service staff at the Bintara Subdistrict office have some difficulty in organizing and serving the community who deal with them every day. This proves the empirical facts in Bintara Village, West Bekasi, Bekasi City, West Java, showing: There has been an increase in requests for making a Certificate of Inability to Pay (SKTM) over the past 1 year since the pandemic. In addition, based on a temporary questionnaire obtained by researchers through local residents as respondents, it shows:

1. The public is less satisfied with the public services provided by officials in the field of population administration.
2. There are service problems whose implementation is less than optimal
3. Lack of transparency of public service employees at Pangkalan Nyirih Village Office in making Certificate of Poverty (SKTM).
4. Service is not timely
5. Uncertainty of service schedule
6. Unreasonable service charges
7. Lack of facilities and infrastructure
8. Lack of human resources

Therefore, several points that researchers will focus on are public service standards because every public service provider must have service standards and be published as a guarantee of certainty for service recipients. In addition, it is also explained that the Certificate of Inability to Pay is a letter made by the village government, where the village government according to Law No. 6 of 2014 article 1 paragraph 2 is the organizer of government affairs and the interests of the local community in the government system of the Republic of Indonesia, the village apparatus serves the making of the Certificate of Inability to Pay. The Certificate of Inability to Pay is issued or made for poor families, its function is to reduce the cost of ethical treatment at the hospital, take care of scholarships for the less fortunate, take care of needs at the bank and can be used for public health insurance. The recipients of this service are mostly poor people, but the phenomenon that occurs in the field is that there are still many capable people who use the Certificate of Inability to Pay for certain purposes. The making of this Certificate of Inability to Pay still has shortcomings, namely that people still do not understand the procedures that must be met, this happens because the service provider does not provide clear information. The unclear procedure for making this Certificate of Inability to Pay results in people feeling confused.

## METHODS

This research uses a quantitative approach obtained through primary data by distributing questionnaires to the people of Bintara Village who have made a Certificate of Incapacity

(SKTM) with a sample size of 191 people. In addition, researchers also conducted field research and analyzed the theories that support this research. The data obtained is data in ordinal form which for research purposes, researchers make it into data in interval form through the Method of Successive Interval (MSI). The data collection technique in this study uses the Accidental Sampling technique.

## RESULT

### Measuring Instrument Testing

Testing of measuring instruments consists of two types of measuring instruments, namely data validity testing and data reliability testing, the description of which is shown below.

#### Data Validity Test

Data validity testing is the initial step before the data is processed more truly valid. Based on the questionnaire design that was made, to find out whether these research questions can really measure what is measured, it is necessary to conduct a validity test on the questionnaire. Validity testing is done by correlating the score of each item with the total score. For Pearson correlation using the following formula:

$$r_{hitung} = \frac{n \sum X Y - (\sum X)(\sum Y)}{\sqrt{\{n \sum X^2 - (\sum X)^2\} \{n \sum Y^2 - (\sum Y)^2\}}}$$

By correlating the score of each item with the total score, if the correlation score  $\alpha \geq 0.300$  then the item is valid (Sugiyono, 2019). To facilitate data processing, it is assisted by SPSS software ver. 26. The results of the SPSS processing output can be seen in the attachment and the results are displayed in the following table.

**Table 4.1.** Validity Test Results

No	Item	Minimum Validity	Validity of Count	Information
1.	Item 1	0.300	0.929	Valid
2.	Item 2	0.300	0.895	Valid
3.	Item 3	0.300	0.813	Valid
4.	Item 4	0.300	0.848	Valid
5.	Item 5	0.300	0.644	Valid
6.	Item 6	0.300	0.884	Valid
7.	Item 7	0.300	0.913	Valid
8.	Item 8	0.300	0.877	Valid
9.	Item 9	0.300	0.923	Valid
10.	Item 10	0.300	0.902	Valid
11.	Item 11	0.300	0.664	Valid
12.	Item 12	0.300	0.738	Valid
13.	Item 13	0.300	0.923	Valid
14.	Item 14	0.300	0.880	Valid
15.	Item 15	0.300	0.847	Valid
16.	Item 16	0.300	0.850	Valid
17.	Item 17	0.300	0.868	Valid

No	Item	Minimum Validity	Validity of Count	Information
18.	Item 18	0.300	0.700	Valid
19.	Item 19	0.300	0.900	Valid
20.	Item 20	0.300	0.848	Valid
21.	Item 21	0.00	0.810	Valid
22.	Item 22	0.300	0.859	Valid
23.	Item 23	0.300	0.888	Valid
24.	Item 24	0.300	0.842	Valid
25.	Item 25	0.300	0.847	Valid
26.	Item 26	0.300	0.874	Valid
27.	Item 27	0.300	0.725	Valid
28.	Item 28	0.300	0.808	Valid
29.	Item 29	0.300	0.805	Valid
30.	Item 30	0.300	0.823	Valid
31.	Item 31	0.300	0.874	Valid
32.	Item 32	0.300	0.693	Valid
33.	Item 33	0.300	0.659	Valid
34.	Item 34	0.300	0.847	Valid
35.	Item 35	0.300	0.849	Valid
36.	Item 36	0.300	0.757	Valid
37.	Item 37	0.300	0.659	Valid

Source: SPSS Version 26 Data (Processed by the Author)

Based on the data in table 4.1, it can be seen that all statement items that the researcher gave to respondents are valid and can be used for data processing.

#### Data Reliability Test

Reliability testing is useful to determine whether the instrument in this case the questionnaire can be used more than once, at least by the same respondent will produce consistent data. In other words, the reliability of the instrument characterizes the level of consistency. The reliability test used is by using the Cronbach Alpha method using the SPSS program. The Cronbach Alpha method is used to find the reliability of an instrument whose score is a range of several values or is in the form of a scale.

According to Priyatno (2013), decision making for reliability testing is as follows:

- Cronbach's alpha  $< 0.60$  = poor reliability
- Cronbach's alpha  $0.60 - 0.79$  = acceptable reliability
- Cronbach's alpha  $0.8$  or above = good reliability

Seehas been calculated with the help of the SPSS program, the reliability value (Cronbach's alpha) can be seen as follows;

**Table 4.2** Reliability Test Resultss

Variables	Cronbach Alpha	r limit	Headtusan
Quality of Service	0.967	0.600	<i>Reliable</i>
Community Satisfaction	0.957	0.600	<i>Reliable</i>

Source: SPSS Version 26 Data (Processed by the Author)

From table 4.2. above, it can be seen that the Cronbach alpha value for the four variables is above 0.600. Because the value is greater than 0.600, the questionnaire measuring instrument is reliable or has met the reliability requirements.

**Respondents' responses to the quality of service in making SKTM in Bintara Village, West Bekasi, West Java**

The questionnaire that the researcher distributed to 191 (one hundred and ninety one) respondents, Alhamdulillah has been collected so that all of them can be used for research data processing materials. The researcher tested the data before being processed further with data validity tests and data reliability tests. The following is a clearer description of this research. The service quality variable consists of five aspects, namely:1. Tangibles, 2. Reliability, 3. Responsiveness, 4. Assurance and 5. Empathy. The following are details of instrument frequencies based on data from respondents' answers using the SPSS 26 for Windows program.

**Respondents' responses to direct evidence (Tangibles)**

The following is the frequency data for respondents' answers to the Direct Evidence Aspect of Service Quality:

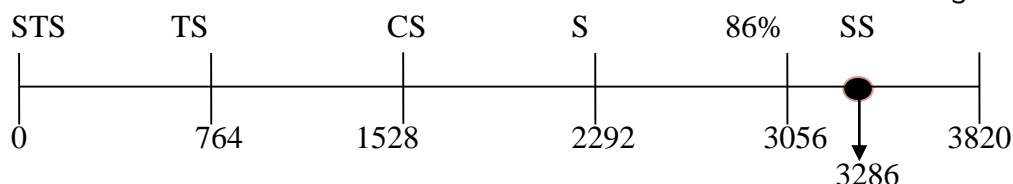
**Table 4.3** Frequency of Answers to Service Quality Variables Direct Evidence Aspect

	SS	S	CS	TS	STS	Total	SS	S	CS	TS	STS	Total
Statement 1	61	122	8	0	0	191	305	488	24	0	0	817
Statement 2	41	150	0	0	0	191	205	600	0	0	0	805
Statement 3	47	144	0	0	0	191	235	576	0	0	0	811
Statement 4	92	96	3	0	0	191	460	384	9	0	0	853
												<b>3286</b>
							Total Weight					

Source: SPSS Version 26 Data (Processed by the Author)

Based on the recapitulation of the respondents' answers above, the one that received a good response was seen from the highest weight value, namely statement 4 (853). While the weight that received the lowest response was statement 2 with a weight value of 805, where the average weight of direct evidence was 3286.

Based on the results of the questionnaire answers with 191 respondents on the statement regarding the Quality of Service Aspect of Direct Evidence, a recapitulation of the answer score data was obtained. In Figure 4.1. for the Direct Evidence Aspect submitted to 191 respondents, the number of criteria obtained (if each statement item gets the highest score)  $X1 = 5 \times 191 \times 4 = 3820$ . The total score from the data collection results is 3286, thus, the Quality of Service Aspect of Direct Evidence according to the community is 3286:  $3280 = 86\%$  of the established criteria. The results can be described in the following diagram:



**Figure 4.1.**

Source: SPSS Version 26 Data (Processed by the Author)

Likert Scale Diagram of Service Quality Variables Direct Evidence Aspect. From Figure 4.1. above, it is concluded that the respondents' answers regarding the Quality of Service Aspect of Direct Evidence are in the area of strongly agreeing. According to the community, direct evidence of the quality of service in making SKTM in Bintara Village, West Bekasi, West Java has been running well.

Based on the results of the hypothesis testing conducted by the researcher, it was obtained that the variable of service quality carried out by the community had a significant influence on increasing community satisfaction in making a certificate of poverty. This means that community satisfaction in making a certificate of poverty is influenced by one of the quality of services carried out by the community. Based on the results of the calculations conducted by the researcher, the influence of the variable of service quality on community satisfaction in making a certificate of poverty was 63.4%.

Based on these two descriptions, the researcher is of the view that the quality of service within the community determines the increasing performance carried out by the community in carrying out various tasks and responsibilities that must be borne by the community towards the organization in which they carry out their work.

Service quality has a close relationship with customer satisfaction, because service quality can provide an encouragement to customers to establish a strong relationship with the company, and in the long term such a bond allows the company to understand carefully the expectations of customers and their needs. Thus customer satisfaction is a level of customer feelings that arise as a result of the service performance obtained after the customer compares it with what is expected, if the quality of service received is good or the same as expected, then the customer will feel satisfied.

This is supported by research Waru et al (2020), Kurniaty (2022) and Seles & Armiami (2020) who said that there is the influence of service quality on satisfaction. Based on the results of statistical calculations, there are still other influences that can affect public satisfaction in making a certificate of poverty by 35.32%. These other influential variables remind us that other variables are as important as the variables discussed in this study. Other variables that were not studied but had an impact on public satisfaction in making certificates of poverty include:

1. Waskat (Inherent Supervision), because with inherent supervision from the leadership directly supervises the behavior, morale, attitude, work enthusiasm and work performance of the community, so that it will increase community satisfaction in making certificates of poverty.
2. The firmness of the leadership, because the leadership is brave and firm in taking action to punish the community whose service quality is inadequate in accordance with the established punishment, is an effort to increase community satisfaction in making certificates of poverty.

For this reason, these other variables can be used as further studies in future research in order to find broader research results seen from various multivariate variables. Based on the results of the hypothesis testing, it is shown that direct evidence has an influence on public satisfaction in making certificates of poverty, with the contribution of direct evidence to public

satisfaction being 12.9%, while the remaining 87.1% is influenced by other factors that are not analyzed in this model.

Good Physical Evidence (Tangible) will influence public perception of the services provided by service officers and provide satisfaction to the public. Measurable indicators of Physical Evidence (Tangible) provided by Bintara Village, West Bekasi, West Java. The relationship between physical evidence (Tangible) and public satisfaction has a positive impact on public satisfaction. Because if public perception of physical evidence (Tangible) is good, public satisfaction will increase. While if public perception of physical evidence (Tangible) is bad, public satisfaction with public satisfaction will decrease. This is supported by research Waru et al (2020), Kurniaty (2022) and Seles & Armiami (2020) who said that there is the influence of service quality aspects of direct evidence on satisfaction.

#### **Discussion of the influence of service quality, reliability aspect, on public satisfaction in making SKTM**

Based on the results of the hypothesis testing, it is shown that reliability has an effect on public satisfaction in making certificates of poverty, with the contribution of the influence of reliability on public satisfaction being 49.2%, while the remaining 50.8% is influenced by other factors that are not analyzed in this model.

The performance of service officers must be in accordance with community expectations, such as: punctuality in providing services, not discriminating between communities, providing services without errors. This can reflect good service quality for service offices at Bintara Village, West Bekasi, West Java. The relationship between reliability and public satisfaction has a positive impact on public satisfaction. Because if public perception of reliability is good, public satisfaction will increase. While if public perception of reliability is bad, public satisfaction with public satisfaction will decrease. This is supported by research Waru et al (2020), Kurniaty (2022) and Seles & Armiami (2020) who said that there is the influence of service quality aspects of direct evidence on satisfaction.

#### **Discussion of the influence of service quality, responsiveness aspect, on public satisfaction in making SKTM**

Based on the results of the hypothesis testing, it is shown that responsiveness has an effect on public satisfaction in making certificates of poverty, with the contribution of the influence of responsiveness on public satisfaction being 42.8%, while the remaining 57.2% is influenced by other factors that are not analyzed in this model.

Responsiveness provided by service officers properly will result in public satisfaction. The relationship between responsiveness and public satisfaction has a positive impact on public satisfaction. Because if public perception of responsiveness is good, public satisfaction will increase. While if public perception of responsiveness is bad, public satisfaction with public satisfaction will decrease. This is supported by research Waru et al (2020), Kurniaty (2022) and Seles & Armiami (2020) who said that there is the influence of service quality aspects of direct evidence on satisfaction.

### **Discussion of the influence of service quality aspects of guarantees on public satisfaction in making SKTM**

Based on the results of the hypothesis testing, it is shown that guarantees have an effect on public satisfaction in making certificates of poverty, with the contribution of the guarantee's effect on public satisfaction being 10.9%, while the remaining 89.1% is influenced by other factors that are not analyzed in this model.

Assurance includes the knowledge of service personnel at the Office. Bintara Village, West Bekasi, West Javain serving the needs of the community, the ethics of the officers and the quality assurance of the services provided by the officers to the community who provide the services. The politeness and friendliness of the officers will make the community feel appreciated so that they are satisfied with the services provided by the agency. The relationship between guarantees and community satisfaction has a positive impact on community satisfaction. Because if the public's perception of the guarantee is good, then community satisfaction will increase. While if the public's perception of the guarantee is bad, then community satisfaction with community satisfaction will decrease. This is supported by research Waru et al (2020), Kurniaty (2022) and Seles & Armiami (2020) who said that there is the influence of service quality aspects of direct evidence on satisfaction.

### **Discussion of the influence of service quality, empathy aspect, on public satisfaction in making SKTM**

Based on the results of the hypothesis testing, it is shown that empathy has an influence on public satisfaction in making certificates of poverty, with the contribution of empathy's influence on public satisfaction being 50.2%, while the remaining 49.8% is influenced by other factors that are not analyzed in this model.

Empathy, namely special attention and good communication from service officers to the community who provide services will affect community satisfaction, because the community will feel cared for by the agency through good responses to what they need and complain about. Indicators that can be measured from empathy are service officers understand the special needs of the community, service officers understand the special needs of the community and service officers pay full attention when making transactions with the community. The relationship between empathy and community satisfaction has a positive impact on community satisfaction. Because if the community's perception of empathy is good, community satisfaction will increase. While if the community's perception of empathy is bad, community satisfaction with community satisfaction will decrease.

This is supported by research Waru et al (2020), Kurniaty (2022) and Seles & Armiami (2020) who said that there is the influence of service quality aspects of direct evidence on satisfaction. In its implementation, the factors that hinder the effectiveness of the Poverty Certificate (SKTM) service in Bintara Village, West Bekasi, West Java, from the interview results, obtained the following points:

1. Low public awareness

The low level of participatory awareness of the community from the middle to upper economic class who still use SKTM to take care of personal needs. The results of

observations on one of the students from Kampar admitted that he had misused his underprivileged education scholarship money to replace the latest cellphone.

2. Youthere are no technical regulations regarding sanctions  
Higga currently there is no technical policy that regulates in detail regarding the imposition of sanctions for the capable community who take care of SKTM. The existence of SKTM that does not meet the objectives can hinder the performance of community development in Bintara Village, West Bekasi, West Java
3. Youthere is no verification of data on underprivileged people by the RT and RW heads  
Noteua RT and RW in issuing cover letters are only based on requests from residents by bringing photocopies of KTP and KK only. There is no data collection related to monthly income, there is no matching of community data with RTM (poor household) data from Bintara Village, West Bekasi, West Jawa Jamn still receives money from citizens, thus giving the impression that the public service bureaucracy needs money.

After completing the analysis of the research results and discussion on the impact of service quality on public satisfaction in making a Certificate of Inability to Pay (SKTM) in Bintara Village, West Bekasi, West Java, the results of the analysis and discussion of the research can be concluded as follows: Empirically, it has been found that public satisfaction in making SKTM in Bintara Village, West Bekasi, West Java, can be influenced by the quality of service both partially and simultaneously.

1. Simultaneous influence, based on the results of statistical data processing and discussion of the results of the processing, the variable of service quality can affect public satisfaction in making a certificate of poverty in Bintara Village, West Bekasi, West Java. Thus, based on the magnitude of the value and discussion of the results of the study through data processing carried out, the simultaneous influence in this study shows that the variable of service quality affects public satisfaction in making a certificate of poverty in Bintara Village, West Bekasi, West Java, but there are still other influences that can public satisfaction that need further research in order to achieve better public satisfaction in making a certificate of poverty in Bintara Village, West Bekasi, West Java.
2. Partial influence, public satisfaction in making a certificate of poverty can be influenced by aspects with a percentage of Direct Evidence (Tangibles) of 12.9%; Reliability of 49.2%; Responsiveness of 42.8%; Assurance of 10.9%; and Empathy of 50.2% and significant, besides that it needs the attention of the village apparatus to be developed and studied further for improving performance in the Bintara Village environment, West Bekasi, West Java.
3. Factors that hinder the effectiveness of the Certificate of Poverty (SKTM) service in Bintara Village, West Bekasi, West Java, namely: Low public awareness, No technical regulations regarding sanctions and No verification of data on poor people by the RT and RW heads.

## CONCLUSION

This study aims to determine the impact quality of service towards public satisfaction in making certificates of poverty in Bintara Village, West Bekasi, West Java. Based on research conducted by researchers, it can be shown that: Simultaneous influence, based on the results of statistical data processing and discussion of the processing results, the service quality variable can influence public satisfaction in making certificates of poverty in Bintara Village, West Bekasi, West Java. Thus, based on the magnitude of the value and discussion of the research results through data processing carried out, the simultaneous influence in this study shows that the variable of Service Quality has an effect on public satisfaction in making a certificate of poverty in Bintara Village, West Bekasi, West Java, but there are still other influences that can public satisfaction that need to be researched further in order to achieve public satisfaction in making a certificate of poverty in Bintara Village, West Bekasi, West Java better. Partial influence, public satisfaction in making a certificate of poverty can be influenced by aspects of Direct Evidence (Tangibles), 2. Reliability, Responsiveness, Assurance and Empathy significantly, in addition, it is necessary for the attention of the village apparatus to be developed and studied further for improving performance in the Bintara Village environment, West Bekasi, West Java. It was empirically concluded that it was found that public satisfaction in making SKTM in Bintara Village, West Bekasi, West Java, can be influenced by the quality of service both partially and simultaneously.

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