

Increasing Public Satisfaction and Trust Based on an Islamic Service Quality Perspective at the North Buton Regency PTSP Service

Hayat Yusuf¹⁾, Sudirman Zaid²⁾

^{1,2} Faculty of Economy and business, Universitas Halu Oleo

*Email correspondence: hayatyusuf.blues90@gmail.com

Abstract

Disclosure of information, when linked to service activities, helps encourage people to become more aware of their rights and obligations. Therefore, the hope to be able to get the best service is now also starting to depend on government organizations. The research objective is to analyze the effect of service quality on satisfaction and public trust. This research is explanatory. The research location is the North Buton Regency Investment and One-Stop Integrated Services (PTSP) Service with a target population of 149 people processing permits. The measurement was carried out using a Likert scale (Summated Scale) with five categories on a scale of 1 to 5, namely: (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, (5) strongly agree. The analysis used to answer the hypothesis in this research uses a Structural Equation Model (SEM) using the AMOS 26 program package. There is a positive and significant influence between service quality on satisfaction with a beta coefficient of 0.903 and a probability of 0.000. There is a positive and significant effect of service quality on trust with a beta coefficient of 0.572 and a probability of 0.004. There is a positive and significant influence between satisfaction on trust with a beta coefficient of 0.369 and a probability of 0.044. There is a positive influence between service quality on trust which is mediated by satisfaction. The nature of this mediation is partial mediation with a beta coefficient of 0.517. the better the service quality, the satisfaction will increase. The better the service quality, the more trust will increase. The higher the satisfaction felt, the greater the trust. Service quality can indirectly influence trust through satisfaction.

Keywords: A Service Quality, Satisfaction, Trust, Community

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1. INTRODUCTION

A service government that is largely monopolistic in nature causes market competition to become a weak concern for public service managers in providing quality services. If the service received is in line with expectations, then the quality of service is perceived as good and satisfying. Linearly, if the service received exceeds consumer expectations, service quality is considered ideal (Parasuraman et al., 1988). Otherwise, if the service received is lower than expectations, the quality of the service is perceived as poor. adding that consumer satisfaction is the level of someone's feelings after comparing the performance or service results in accordance with their expectations (KOTLER et al., 2005).

Public services can invest their limited resources in participation programs, but participation can grow if there is trust between government agencies as public servants and the public who receive services from government public service agencies. According to (Siagian & Cahyono, 2014) Trust is the confidence of a party regarding his intentions and behavior towards another party, namely public trust is defined as the public's expectation that service providers can be trusted or relied upon to fulfill their promises. Community participation in every decision making makes it possible for public service providers to be more responsive. The main thing that is an indicator that public service providers are responsive to the community is the emergence of service innovation. The concept of innovation has not developed

optimally in the public sector. This is because most public sector organizations are less challenged, because they are in a non-competitive climate, and do not even feel that they have problems in terms of survival. So, it is natural that the concept of innovation is less developed in the public sector. However, the changes that occur in the public administration process require that many other things also change (Wulandari et al., 2020).

Quality and high-quality services are the main concern of public organizations. Openness of information, when linked to service activities, helps encourage people to become more aware of their rights and obligations. Therefore, the hope of being able to get the best service is now starting to depend on government organizations (Hidayat, 2022) The implementation of good public services depends on the bureaucratic conditions in a country. Bureaucratic conditions provide a special climate for the implementation of optimal public services. Optimal public services cannot yet be realized in Indonesia. The condition of public services in Indonesia is still very low. This opinion is reinforced (Keni & Juliana, 2020), which explains that the quality of a service purchased by consumers is related to the satisfaction of consumers who use the service in question. If consumers are satisfied, it means the quality is good, but if they are not satisfied then the quality is bad.

Study (Mokhtar, 2011) also supports that service quality significantly influences customer satisfaction. In research (Jahanshahi et al., 2009) also supports that customer satisfaction is influenced by service quality. Customer trust is the foundation of business, it is a way to retain customers (Laely, 2016). Kemudian (Diza et al., 2016) in its findings said that trust has a positive impact and a significant relationship on customer satisfaction. In research (Sahanggamu et, 2015) states that there is a relationship of trust with a significant positive influence on customer satisfaction. Apart from that, in research (Gul, 2014) proves that the trust variable has a significant effect on satisfaction. Customers who are increasingly dissatisfied will show that customers have low trust in the company (Leninkumar, 2017) also found where there is a positive and significant influence on the customer satisfaction variable due to trust.

The research objective is to analyze the influence of service quality on satisfaction and public trust as well as the influence of service quality on trust. The novelty of this research is that the researcher tries to

find the relationship between each factor that is interrelated with a crossed triangle, so that the relationship between each variable is obtained.

2. METHODS

This research is explanatory, with the aim of explaining the position of the variables studied as well as the relationship and influence between one variable and another. The research location is the North Buton Regency Investment and One Stop Integrated Services (PTSP) Service with a target population of 149 people taking care of permits. The research location is the North Buton Regency Investment and One Stop Integrated Services (PTSP) Service. The target population in this research was all 149 people processing permits. The measurement was carried out using a Likert scale (Summated Scale) with five categories of choice on a scale of 1 to 5, namely: (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, (5) strongly agree . The analysis used to answer the hypothesis in this research uses a Structural Equation Model (SEM) using the AMOS 26 program package.

Measuring the dimensions of the quality of the services delivered is the focus of an assessment that reflects the perceptions of cultivating farmers regarding five dimensions of quality consisting of: physical evidence (tangibles), reliability, responsiveness, assurance and empathy. Then the measurement of satisfaction is linked to four dimensions that describe positive responses to behavior after using the services offered by the PTSP Service which include: (1) satisfaction with the performance of the services delivered; (2) satisfied with the conformity of service performance with expectations, (3) satisfied with service performance which is very impressive, (4) satisfied with service performance which does not disappoint. Furthermore, the trust measurement describes the public's sense of trust in the PTSP Service which includes: Shared Value Dimension, Communication Dimension and Opportunistic Behavior Dimension.

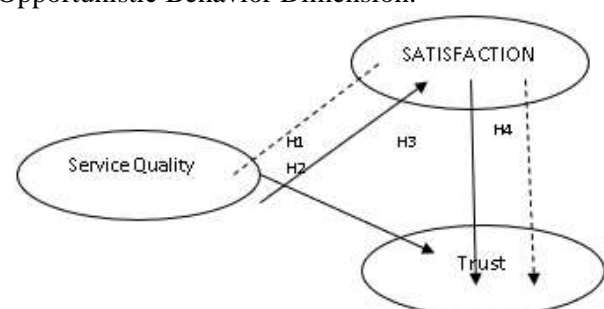


Figure 1. Research Thinking Flow

3. RESULTS AND DISCUSSION

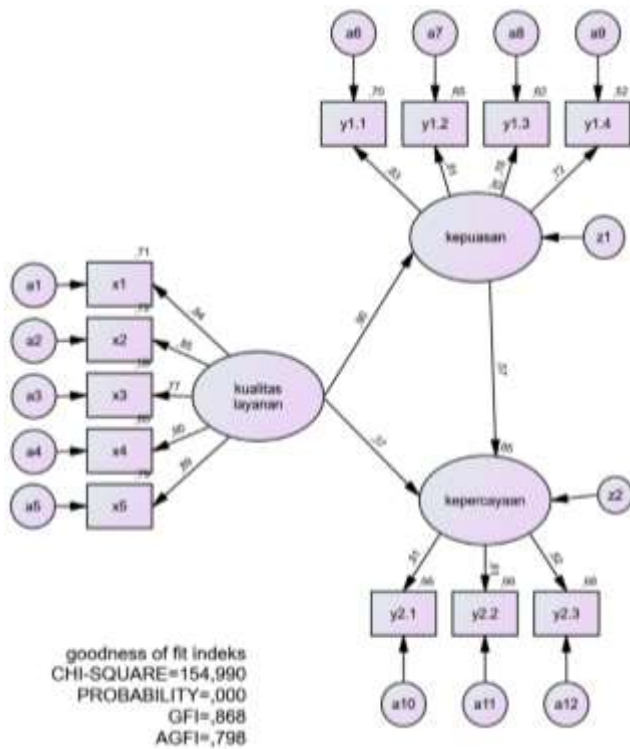


Figure 2. Complete model of test results for the influence between variables

Based on the model testing results as seen in the image above, they can be presented in the following table:

Table 1. Research Results of Direct and Indirect Influences

Exogenous	Intervening	Endogenous	Beta coefficient	probability	information
Direct Influence					
Quality of service	satisfaction	-	0,903	0,000	significant
-	satisfaction	Trust	0,572	0,004	significant
Quality of service	-	Trust	0,369	0,044	significant
Indirect Influence					
Quality of service	satisfaction	Trust	0,517	-	Partial mediation

The findings show that the community feels that the services provided by the North Buton Regency Investment and One-Stop Integrated Services Service are in line with expectations. In the sense that there is no gap between what is expected and the service experienced. The influence of service quality on satisfaction is adopted from research (Caruana, 2002). Customers will feel satisfied if the quality performance of the services provided is in line with expectations and vice versa, customers will feel dissatisfied if it does not meet the expectations given

by the company. Thus, it is logically required for the management of the North Buton Regency Investment and One-Stop Integrated Services Service to continue to improve the quality of services according to what the community expects because it affects the satisfaction of the community who process business permits.

The findings also show that service quality has a positive and significant effect on people's satisfaction. This positive influence has an impact on people's satisfaction. Based on these findings, it was found that the service quality variable is an important variable in measuring trust which is mediated by satisfaction. Thus, the better the quality of service provided by the North Buton Regency Investment and One-Stop Integrated Services Service, the greater the level of community satisfaction.

Satisfaction and dissatisfaction are customer responses to evaluations of the perceived disconfirmation between previous expectations (other performance norms) and the actual performance of the product that is felt after using it. The main variables that determine customer satisfaction are expectation and perceived performance (Parasuraman et al., 1988). If perceived performance exceeds expectations then the customer will be satisfied, but if the opposite is true then the customer will feel dissatisfied. This means that if the quality of service is improved, the greater the public's satisfaction with the services offered by the North Buton Regency Investment and One-Stop Integrated Services Service. This happens because the high quality of service is in line with community expectations which is supported by the empathetic attitude of PMPTSP employees which includes ease in carrying out relationships, including employee friendliness, namely attention/politeness at work and the ability of employees to communicate in language that is easy to understand, resulting in increased satisfaction in the community.

Service quality has a big influence on customer satisfaction, word-of-mouth communication, repeat purchases, customer loyalty, market share and profitability (Manyanga et al., 2022)(Sugama & Sukaatmadja, 2020). Customers who are dissatisfied will have feelings of sentiment towards the goods/services they have purchased and will have little chance of making a repeat purchase (Rita et al., 2019). On the other hand, customers who feel satisfaction with the quality of services provided by the company will develop a positive attitude and a

high sense of trust in the company's goods/services. (Wulur et al., 2020). The existence of a positive attitude and customer trust in goods/services will encourage customers to make repeat purchases continuously so that customer loyalty will be formed even though in reality it is rare to find customers who are completely loyal to a particular brand (Alfiyanto et al., 2020). customer satisfaction can be built through the quality of goods/services, service, company value (Taufik et al., 2022). This shows that service quality is a variable that really determines customer satisfaction.

Based on the findings, all variable indicators and dimensions forming latent variables of service quality assessed according to community perception are positively related to community satisfaction. The results of the analysis show that changes in improving each service quality indicator can increase the level of community satisfaction, this supports the service quality theory (Parasuraman et al., 1988)(Caruana, 2002) that service quality has a significant positive effect on community satisfaction. If service quality is improved, satisfaction with PMPTSP employee service will increase. This proves that service quality is one of the factors that can build customer satisfaction and trust. Customers will feel satisfied and confident if the quality of service provided by the provider meets their expectations and conversely customers will feel disappointed or dissatisfied if the quality of service provided by the company does not meet their expectations. The concept of service quality according to (Parasuraman et al., 1988) is a concept consisting of five dimensions, namely: tangible, reliability, responsiveness, assurance and empathy. These dimensions play an important role in shaping the level of customer trust.

Based on the measurement model through confirmatory factor analysis, the five variable dimensions that have a large contribution or role in the formation of the service quality latent variable are empathy. In this research, it is formed through two variable indicators/statement items, namely employee friendliness, namely attention/politeness at work and employee ability to communicate with easy to understand language. Following assurance, reliability, tangible, assurance and responsiveness. Whereas (Parasuraman et al., 1988) as the founder of Serqual, he found that the reliability dimension was the most important dimension in describing the quality of services provided in restaurant services. The results of

this research are different from the results of previous researchers because the characteristics of the products and services offered, the research object and the conditions at the time of the research are different resulting in different measurement results.

The results of this research support theory and research on customer satisfaction (KOTLER et al., 2005)(M. Hasan Ma'ruf & Abdullah Zailani, 2021) (Bramantyo, 2021)(Susanti, 2021)(Sulaiman et al., 2022)(Tanisah & Maftuhah, 2015)(Duriat & Vaughan, 2020)(Keni & Juliana, 2020)(Boonlertvanich, 2019)(Husodo, 2018)(Fitri et al., 2018)(Elrado et al., 2014)(Caruana, 2002). Service quality influences customer satisfaction. Service quality has a positive and significant effect on community satisfaction because employees serve the community professionally as expected and vice versa. The higher the service quality of PMPTSP employees to the permit management community, the higher the satisfaction. This means that what makes the public satisfied is the service provided by PMPTSP employees based on the information provided to the public. Thus, both theoretically and empirically prove that service quality has a positive and significant effect on satisfaction. If the relevant management aims to increase satisfaction, then the strategy that can be used from the perspective of the community as customers is to improve service quality, especially serious attention to evidence of reliability, namely the ability and dependability in carrying out promised services in a timely and reliable manner because it is based on the results of confirmatory factors. analysis shows that the dimension of the reliability variable has a small role or contribution from the five indicators forming the service quality variable.

The quality of service referred to in this research is the public's assessment of the services of PMPTSP employees based on the dimensions of tangible, reliability, responsiveness, assurance and empathy, in this case which can foster public trust. According to (Vivek et al., 2012), trust is formed when there is confidence and a feeling of security (confidence) in one party regarding the integrity and reliability of the exchange partner. Customer trust is the belief that someone will find what they want in another person. Based on these two definitions, it appears how important the confidence factor is. (Nadiyah et al., 2019).

Based on the research results, it shows that the service quality variable has a positive and significant

influence on the trust variable, which means that there is a tendency for trust to increase due to the service quality variable. This means that every increase in service quality is in a positive direction with increasing trust. The current findings coincide with those of scholars (Gul, 2014)(Chinomona & Sandada, 2013)(Yap et al., 2012)(Rasheed & Abadi, 2014)(Vuuren, 2012)(Alireza Mosavi, 2012)

The results of this research are supported by empirical data showing that the average respondent's answer to each statement item used to measure each indicator dimension of the service quality variable is that the majority agree and strongly agree. This means that based on the experience that has been felt by respondents so far, they agree that the quality of services provided by PMPTSP employees is relatively good so that it has been able to foster a sense of trust in the business permit management community. If we look at the dimensions of service quality, the dimension that makes the biggest contribution is the empathy dimension which is in item X5.2, namely the ability of PMPTSP Service employees to communicate in language that is easy to understand. This means that the public believes that the service capabilities through good and easy to understand communication provided by employees are always on time, thereby creating a sense of public trust in PMPTSP Service employees.

As theoretical support for opinions (Cronin & Taylor, 1992). If there is good service quality, then expectations for the service provided will be fulfilled so that customers will feel they have benefited from the interaction. One component of growing trust is through the process of community interaction with organizations as service providers through the quality of services they have experienced. The quality of service found in interactions with customers will shape their expectations and influence trust. In the world of public services, better service quality will provide customers with a comprehensive perception of the superiority of the organization's services. These include assessing reliability and integrity as a service partner. A company that is able to meet customer needs and expectations, cares & pays attention to customers, is able to keep promises, has credibility, is able to be competent in technological developments, is a service that is considered to have quality service.

The results of this study are also supported by research results (BRAMANTYO, 2021)(Susanti, 2021)(Boonlertvanich, 2019)(Duriat & Vaughan,

2020)(Elrado et al., 2014) (Parasuraman et al., 1988) which states that service quality has a positive and significant influence on the trust variable, so it can be said that both the results of this research and the results of previous research both prove that service quality has an influence on increasing public trust.

Based on the measurement model through confirmatory factor analysis, the five variable dimensions that have a large contribution or role in the formation of the service quality latent variable are empathy. In this research, it is formed through two variable indicators/statement items, namely employee friendliness, namely attention/politeness at work and employee ability to communicate with easy to understand language. Following responsiveness, tangible, assurance and reliability. Whereas (Parasuraman et al., 1988) as the founder of Serqual, he found that the reliability dimension was the most important dimension in describing service quality. The results of this research are different from the results of previous researchers because they are caused by the characteristics of the products and services offered, the research object and the conditions at the time of the research which are different resulting in different measurement results.

Companies that want to win the competition in the service business can pay full attention to customer satisfaction, especially people who process business permits. Full attention to customer satisfaction will have a positive impact on the organization, in this case the employees. Customers/public who feel satisfied when using the service can form customer/community trust so that they will feel compelled to make repeat purchases from the PMPTSP Service. This is confirmed by several studies such as research conducted by (Norhermaya & Soesanto, 2016) where every company has the goal of developing customer trust through customer satisfaction so that the company is able to retain its customers for a long period of time. The results of this research state that customer satisfaction has a significant effect on customer trust. If we look at the contribution of the satisfaction indicator, the largest contribution value is Y1.4 regarding satisfaction with the service performance which did not disappoint and Y1.1 regarding satisfaction with the service performance delivered. This means that the level of public satisfaction regarding service performance and impressive service performance makes the public trust the PMPTSP Service.

Beliefs are all the knowledge held by society and all the conclusions made about objects, their attributes and benefits. Considering that belief is cognitive knowledge about an object, attitude is a response to feelings or views that we have about an object (Mowen and Minor 2002:322). The relationship between satisfaction and customer trust is that the higher the customer's satisfaction with a product or service, the higher the level of customer trust in a product or service. Customer commitment to a product or service is trust in using a product or service which includes recommendations and trust (Nugroho, AW; Sudaryanto, 2013). In line with theory (Swan & Nolan, 1985) which says that long-term customer trust will be realized if customers have a high level of trust in a product or company. This is in line with the results of research conducted by (Laely, 2016) shows that customer satisfaction has a positive and significant effect on customer trust.

According to research conducted by (Walter et al., 2000) states that customer satisfaction has a significant effect on customer trust. Customer satisfaction is an attitude based on a customer's experience, where this past experience supports the development of trust felt by the customer in the company. Customers trust the company's honesty and ability to meet customer needs and requests. If customers are satisfied then they will trust the company.

The results of this study are also supported by research results (BRAMANTYO, 2021)(Susanti, 2021) (Duriat & Vaughan, 2020) (Boonlertvanich, 2019)(Norhermaya & Soesanto, 2016) (Elrado et al., 2014) which states that satisfaction has a positive and significant influence on the trust variable, so it can be said that both the results of this research and the results of previous research both prove that satisfaction has an influence on increasing the trust of cultivating farmers.

Based on the measurement model through confirmatory factor analysis, the three variable dimensions that have a large contribution or role in forming the satisfaction latent variable are satisfaction with service performance that does not disappoint. Followed by Satisfaction with the conformity of service performance with expectations, Satisfaction with the very impressive service performance and Satisfaction with the service performance delivered. Meanwhile, for the trust variable, the one that has a big contribution or role in forming the trust latent

variable is Opportunistic Behavior, followed by communication and Shared Value. Share value regarding the public's sense of trust in employee abilities, such as trust in the ability to provide services regarding business permits, Opportunistic Behavior regarding the public's desire to maintain long-term relationships, such as trust in ongoing relationships with the organization and communication regarding the public's trust in the ability to provide information. such as a sense of trust that the information provided is in accordance with the needs of the community, for example information on business license requirements.

The quality of services provided to customers will greatly influence customer satisfaction. Customers will feel satisfied if the service they receive meets expectations. Therefore, customers always want service products to have excellent service quality so that customer expectations can be met. Companies, in this case the PMPTSP Service, which provide good quality services will make their customers, especially the public, satisfied and have confidence in the company/department and will most likely become customers who are loyal to the services provided.

Consistency in the quality of a service can provide long-term benefits for the company, namely creating a positive perception from customers towards the company and resulting in satisfaction (Naini et al., 2022). Customers who are satisfied with the service they have received will make the customer trust the company and have high hopes that they will use the service again in the future. As the opinion expressed by (Iman, 2017) that customer trust is a perception of reliability from the consumer's perspective based on experience or a sequence of transactions or interactions characterized by the fulfillment of expectations for product performance and satisfaction.

The results of this study are also supported by research results (Keni & Juliana, 2020) (Boonlertvanich, 2019)(Elrado et al., 2014) which state that service quality has a positive and significant influence on the trust variable which is mediated by satisfaction, so it can be said that both the results of this research and the results of previous research both prove that service quality influences on increasing public satisfaction and trust.

The mediating relationship between the satisfaction variable and the influence of service quality on trust can be seen from the indirect influence value of 0.517. When compared with the direct

influence value of 0.369, the influence of service quality on trust can be mediated because it has a greater value. However, this value can be categorized as partial mediation. This means that the quality of service provided by PMPTSP Service employees, whether in terms of comfort and physical appearance, ability and reliability in service, quick responsiveness in providing services, security guarantees from employees and an empathetic attitude, will make people trust, whether through or without satisfaction.

4. CONCLUSION

There is a positive and significant influence between service quality and satisfaction. This means that the better the quality of service, the greater the satisfaction. There is a positive and significant influence between service quality and trust. This means that the better the quality of the service, the greater the trust. There is a positive and significant influence between satisfaction and trust. This means that the higher the satisfaction felt, the greater the trust. There is a positive influence between service quality on trust which is mediated by satisfaction. The nature of this mediation is partial mediation. This means that service quality can indirectly influence trust through satisfaction.

From the phenomenon that occurs, PTSP Service services cannot build satisfaction among the people who process permits, which can lead to low trust, namely: (1). The process of making a permit is slow, (2). Only 1 service operator can run the application, thus slowing down the service process, (3). Internet network problems that cause slow service in the business license registration process, (4). Employee IT knowledge is still low, and (5). In 2021, North Buton Regency received public service standard compliance assessment results with a score of 62.61 and entered the yellow zone. This result has increased compared to the results of the assessment of compliance with public service standards in 2019, which was 50.39 and was included in the red zone category. Several indicators that cause Butur to be included in the yellow zone category include the absence of electronic indicators (website), SK from complaint officials, community satisfaction index (IKM), and incomplete service standards such as requirements, procedures, service products, costs and time periods.

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