

## Public Satisfaction Based on the Quality of Online Mail Services in Mantingan Tahunan Jepara Islamic Perspective

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### Abstract

*This study aims to determine the effect of online mail service quality on public satisfaction in Mantingan Village and to determine the sub-variables of service quality that have the most influence on Public satisfaction. The sample taken is 100 people from this entire population 11.746 people with the Slovin formula. The results showed that service quality has a positive influence on Public satisfaction 0,757 with a significant level of 95%. That means that 75,7 % of people's satisfaction receive online mail services Mantingan Village can be influenced by several sub-variables such as tangible, empathy, reliability, responsiveness, and assurance , the remaining 24,3 % is influenced by other independent variables that have not been shown in this study, which have the most influence in satisfying the people who receive online mail services. Mantingan village is empathy with a regression coefficient of 0.866.*

**Keywords:** service quality, public satisfaction, online mail

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### 1. INTRODUCTION

Government administration is carried out by government agencies both at the central, regional and state -owned enterprises (BUMN) or regionally - owned enterprises (BUMD). The government administration uses the term service conception to the Public as a public service ( public service ) which includes administrative services, licensing, and public services (Solechan, 2019). Government agencies are required to provide innovation in meeting the public's need for public services effectively and efficiently (Atthahara, 2018).

Online public services are urgently needed in today's all-digital era, therefore at the Mantingan Village office, Tahunan District, Jepara Regency, it is necessary to have online services that are generally trusted in administrative matters. Administrative services for Mantingan Village correspondence start from requests for additional family data and birth certificates, requests for death certificates, applications for new family cards, reductions in family cards, changes in family cards or birth certificates due

to wrong names, requests for new ID cards and other certificates. This public service can be accessed online at the <https://suratonline.mantingan.id/> intended to make it easier for residents to arrange the required documents without having to go to the Mantingan Village office. In assisting the population administration, the Village Officials in charge must also be able to provide quality services. Service quality encourages people to build or have strong relationships with government institutions (Rafly, 2022). The quality of service in an Islamic perspective cannot be separated, because to serve well an employee must have honesty, be responsible, be trusted, not cheat, serve khitmah and also not forget the hereafter (Anifaturrohman & Hanifah, 2015). This is based on a hadith narrated by Thabrani and Daruquthni:

عن جابر قال : قال رسول الله صلى الله عليه وسلم : « المؤمن يألف ولا يخ ويؤلف ولا خير فيمن لا يألف ولا يؤلف وخير الناس أنفعهم للناس »

Meaning: "From Jabir, he said," Rasulullah SAW said, "A believer is friendly and there is no good for someone who is not friendly. And the best of humans are those who are most beneficial to humans." (Narrated by Thabrani and Daruquthni).

The quality of services provided also has a relationship with public satisfaction. Public satisfaction is a person's feeling of disappointment or pleasure that comes from a comparison between his impression of the results of the service performance provided (Damayanti et al., 2019). Based on this background, this article is entitled **"Public Satisfaction Based on the Quality of Online Mail Services in Mantingan Village Annual Jepara."**

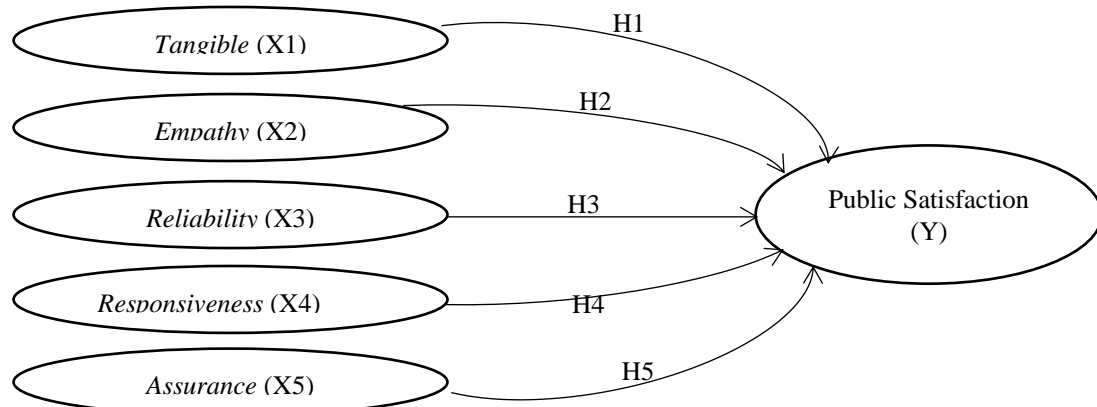
The purpose of this article is to measure public satisfaction regarding the quality of Online Mail services provided by Mantingan Village Government agencies regarding public services needed by the public.

### Problem Formulation

The formulation of the problem in this study is whether the quality of online mail services has a positive and significant effect on the satisfaction of the Jepara Mantingan Tahunan village public?

### Thinking Framework

Based on the study of the theory and background put forward, a framework was designed to test the hypothesis as described in the following figure:



**Figure 1 Thinking Framework**

### Hypothesis

- H<sub>1</sub> : The tangible dimension has a positive effect on the public satisfaction of the people in Mantingan Village Tahunan Jepara
- H<sub>2</sub> : The empathy dimension has a positive effect on the public satisfaction of the people in Mantingan Village Tahunan Jepara
- H<sub>3</sub> : The reliability dimension has a positive effect on public satisfaction of the people in Mantingan Village Tahunan Jepara
- H<sub>4</sub> : The responsiveness dimension has a positive effect on the public satisfaction of the people in Mantingan Village Tahunan Jepara
- H<sub>5</sub> : The assurance dimension has a positive effect on the satisfaction of the people in Mantingan Village Tahunan Jepara

## 2. RESEARCH METHODS

### 2.1. Population and Sample

This type of research is explanatory research. Explanatory research is research that highlights the causal relationship between variables through

hypothesis testing (Pramuditha et al., 2021). The population of this study is the population of Mantingan Village, which totals 11,746 people (recorded as of December 2021). Determination of the research sample using the probability sampling technique with the Slovin formula:

$$n = \frac{N}{1 + N(e)^2}$$

Information :

N : Number of population

e : Level of accuracy allowance

$$n = \frac{11.746}{1 + 11.746(0,1)^2} = 99,15$$

From calculations using the Slovin formula, the result of 99.15 is rounded up to 100. So the total sample is 100 people.

### 2.2. Data analysis

Data analysis used multiple linear regression to analyze service quality variables consisting of tangible, empathy, reliability, responsiveness, and assurance dimensions for the satisfaction of the

Mantingan Tahunan Jepara Village public in online mail administration services. The following is the formulation of multiple linear regression:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5$$

Information :

Y : Public satisfaction

a : Constant

b : Regression coefficient

X<sub>1</sub> : Tangibles

X<sub>2</sub> : Empathy \_

X<sub>3</sub> : Reliability

X<sub>4</sub> : Responsiveness \_

X<sub>5</sub> : Assurance

To determine the effect of variable X on variable Y, a significance level of 5% or  $\alpha = 0.05$  is used. Simultaneous significance testing used the F test and partial testing used the t test.

### 3. RESULTS AND DISCUSSION

**Table 1 Regression Test Results**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	5061	2,202		2,289	0.25
	X1	.462	.227	.128	2034	0.44
	X2	.866	.167	.331	5,220	.000
	X3	.482	.192	.187	2,501	.015
	X4	.764	.256	.257	2,970	.005
	X5	.785	.311	.191	2,527	.014

Source: primary data processed, 2022

Based on the data in the table above, the following regression equation is obtained:

$$Y = 5.061 + 0.462 X_1 + 0.866 X_2 + 0.482 X_3 + 0.764 X_4 + 0.785 X_5$$

The equation is interpreted as follows:

- Public satisfaction will increase by 0.462 units for each additional one unit of X<sub>1</sub> (tangible). So if the tangible has increased by 1 unit, then Public satisfaction will increase by 0.462 units assuming the other subvariables are considered constant
- Public satisfaction will increase by 0.866 units for each additional one unit of X<sub>2</sub> (empathy). So if empathy increases by 1 unit, then Public satisfaction will increase by 0.867 units assuming the other subvariables are considered constant
- Public satisfaction will increase by 0.482 units for each additional one unit of X<sub>3</sub> (reliability). So if reliability increases by 1 unit, then Public

satisfaction will increase by 0.483 units assuming the other subvariables are considered constant.

- Public satisfaction will increase by 0.764 units for each additional one unit of X<sub>4</sub> (responsiveness). So if responsiveness increases by 1 unit, then Public satisfaction will increase by 0.763 units assuming the other subvariables are considered constant.
- Public satisfaction will increase by 0.785 units for each additional X<sub>5</sub> unit (assurance). So if assurance increases by 1 unit, then Public satisfaction will increase by 0.784 units assuming the other subvariables are considered constant.

#### 3.1. Coefficient of Determination (R<sup>2</sup>)

R<sup>2</sup> is used to determine the contribution of variable X to variable Y. The results of the value of R<sup>2</sup> are outlined in the following table:

**Table 2 R Square Test Results**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	.871 <sup>a</sup>	.757	.746	2.40965	1871

Source: primary data processed, 2022

In the table above, the R square result is 0.757, meaning that 75.7 percent of the Public satisfaction variable is influenced by service quality which consists of tangible, empathy, reliability, responsiveness, and assurance dimensions. While the remaining 24.3 percent is influenced by other variables outside of this study.

#### 3.2. Hypothesis testing

F testing or model testing is used to determine whether the results of the regression analysis are significant or not, in other words the suspected model is appropriate or not. If the result is significant, then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. Meanwhile, if the

results are not significant, then  $H_0$  is accepted and  $H_a$  is rejected. This can also be said as follows:  
 $H_0$  is rejected if  $F_{count} > F_{table}$   $H_1$  is accepted

$H_0$  is accepted if  $F_{count} < F_{table}$   $H_1$  is rejected  
 The calculated  $F$  results can be seen in the table below:

### 3.3. F test

**Table 3 F test results**

Model	Sum of Squares	df	MeanSquare	F	Sig.
1 Regression	1705643	5	341,127	58,752	.000
residual	545,797	93	5,807		
Total	2251,441	98			

Source: primary data processed, 2022

From the table above it is known that the  $F_{count}$  value is 58,752, while the  $F_{table}$  is 2,311. This means that  $F_{count}$  is greater than  $F_{table}$ , namely  $58,752 > 2,311$  and is sig.  $F$  0.000 is less than  $\alpha = 0.05$ , then  $H_0$

is rejected,  $H_6$  is accepted and it can be concluded that service quality which consists of tangible, empathy, reliability, responsiveness, and assurance dimensions simultaneously influences Public satisfaction.

### 3.4. t test

**Table 4 Test Results t**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	5061	2,202		2,289	0.25
X1	.462	.227	.128	2034	0.44
X2	.866	.167	.331	5,220	.000
X3	.482	.192	.187	2,501	.015
X4	.764	.256	.257	2,970	.005
X5	.785	.311	.191	2,527	.014

Source: primary data processed, 2022

Based on the table above, the following results are obtained:

- The influence between X1 (tangible ) and Y (Public satisfaction) shows  $t_{count} = 2.034$ . While the  $t_{table}$  is 1,986. Because  $t_{count}$  is greater than  $t_{table}$ , namely  $2.034 > 1.986$ , the tangible effect on Public satisfaction is significant. This means that  $H_0$  is rejected so that it can be concluded that Public satisfaction can be significantly influenced by tangibles .
- The influence between X2 (empathy) and Y (Public satisfaction) shows  $t_{count} = 5,220$ . While the  $t_{table}$  is 1,986. Because  $t_{count}$  is greater than  $t_{table}$ , namely  $5.220 > 1.986$ . This means that  $H_0$  is rejected so that it can be concluded that Public satisfaction can be significantly influenced by empathy .
- The influence between X3 (reliability) and Y (Public satisfaction) shows  $t_{count} = 2,501$ . While the  $t_{table}$  is 1,986. Because  $t_{count}$  is greater than  $t_{table}$ , namely  $2,501 > 1,986$ . This means that  $H_0$  is rejected so that it can be concluded that people's satisfaction can be significantly influenced by reliability .

- The influence between X4 (responsiveness) and Y (Public satisfaction) shows  $t_{count} = 2,970$ . Meanwhile  $t_{table}$  ( $\alpha = 0.05$ ; db residual = 94) is 1,986. Because  $t_{count} > t_{table}$ , namely  $2.969 > 1.986$  or sig.  $t$  (0.004)  $< \alpha = 0.05$ , so the effect of X4 ( responsiveness ) on Public satisfaction is significant at an alpha of 5%. This means that  $H_0$  is rejected so that it can be concluded that Public satisfaction can be significantly influenced by responsiveness.
- The influence between X5 (assurance) and Y (Public satisfaction) shows  $t_{count} = 2,527$ . While the  $t_{table}$  is 1,986. Because  $t_{count}$  is greater than  $t_{table}$ , which is 2,527, which is greater than 1,986. This means that  $H_0$  is rejected and  $H_1$  is accepted so that it can be concluded that Public satisfaction is significantly affected by assurance.

### 3.5. Discussion

Based on the research findings, it shows that all the problems and hypotheses proposed have been studied and tested empirically in the field. These results indicate that all the hypotheses proposed have been proven. By analyzing it with multiple linear regression and then testing for significance it produces

a calculated F value of 58.752. While the F table is 2.311. Because F count is greater than F table, which is 58.752, greater than 2.311. This means that  $H_0$  is rejected so that it can be concluded that the Public satisfaction variable can be significantly influenced by the service quality variable which consists of tangible (X1), empathy (X2), reliability (X3), responsiveness (X4), and assurance (X5) sub-variables. In the multiple linear regression analysis also obtained the results of  $R^2$  (coefficient of determination) of 0.757. This means that 75.7% of the Public satisfaction variable will be influenced by the service quality variable. While the remaining 24.3% of the Public satisfaction variable is influenced by other variables not discussed in this study. The discussion of each variable of service quality will be explained as follows.

First, the tangible influence on the satisfaction of the people who receive online mail services in Mantingan Village. For tangible (X1) has a positive effect on Public satisfaction (Y) because it has a positive regression coefficient value of 0.462. Tangibles also have a significant effect on Public satisfaction, this is explained in the results of the t test, where t is calculated tangible shows the number 2.034. While the  $t_{table}$  is 1.986. Because  $t_{count}$  is greater than  $t_{table}$ , which is 2.034, greater than 1.986. From the results of this analysis, if physical evidence is increased, it will significantly increase the satisfaction of the people who receive online mail services in Mantingan Village. This is in accordance with the opinion of Adabi (2020) that tangible in service quality is a real form of physical actualization that can be seen or used by employees in accordance with their use and utilization which can be felt to help services received by people who want service, so that they are satisfied with the service that is felt, which also shows work performance for the provision of services provided. This means that everyone, especially the people who get Online Mail services in Mantingan Village, can clearly benefit from the tangible provided by the Mantingan Village Government, both in the form of service facilities and infrastructure available at each place of Online Mail service in Mantingan Village, service technology provided used in making Online Mails such as processing Applications for Adding Family Card Data and Birth Certificates, Applications for Death Certificates, Applications for new Family Cards, Reduction of Family Cards, Changes to Family Cards or Birth Certificates due to

wrong names, Applications for new ID Cards and other certificates .

Second, the influence of empathy on the satisfaction of the people who receive Online Mail services in Mantingan Village. For empathy (X2) has a positive effect on Public satisfaction (Y) because it has a positive regression coefficient value of 0.866. Empathy also has a significant effect on Public satisfaction, this is explained in the results of the t test, where the t count of the empathy variable shows the number 5.220. While the t table is 1.986. Because the t count is greater than the t table, which is 5.220, which is greater than 1.986. From the results of this analysis, if empathy is increased, it will significantly increase the satisfaction of the people who receive online mail services in Mantingan Village. The influence of empathy is the most dominant sub-variable that has a relationship and influences Public satisfaction, empathy is the key to the success of a good service. Setiawan et al., (2019) explains that, every activity or service activity requires an understanding and understanding in shared assumptions or interests in a matter related to service. Services will run smoothly and with quality if each party with an interest in the service has empathy in completing or managing or has the same commitment to service.

Third, the effect of reliability on the satisfaction of people who receive online mail services in Mantingan Village. For reliability (X3) has a positive effect on Public satisfaction (Y) because it has a positive regression coefficient value of 0.482. Reliability also has a significant effect on Public satisfaction, this is explained in the results of the t test, where t count reliability shows the number 2.501. While the t table is 1.986. Because t count is greater than t table, which is 2.501, greater than 1.986. Each service requires a reliable form of service, meaning that in providing services, each employee is expected to have the ability in knowledge, expertise, independence, mastery and high work professionalism, so that the work activities carried out produce a satisfactory form of service, without any complaints and unfavorable impressions. exaggeration of the services received by the Public (Adabi, 2020).

Fourth, the effect of responsiveness on the satisfaction of the people who receive online mail services in Mantingan Village. For responsiveness (X4) has a positive effect on Public satisfaction (Y) because it has a positive regression coefficient value

of 0.764. Responsiveness also has a significant effect on Public satisfaction, this is explained in the results of the t test, where the t count of responsiveness shows the number 2,970. While the t table is 1.986. Because t count is greater than t table, which is 2.970, greater than 1.986. From the results of this analysis, if responsiveness is increased, it will significantly increase the satisfaction of the people who receive online mail services in Mantingan Village. Responsiveness to responding to various complaints from the forms of services provided and also providing information on the services to be provided is a positive respect for the responsiveness of service providers and those who receive online mail services. So if the service provider has good responsiveness skills, the service recipient will give a positive response from the service recipient. This is in accordance with what was said by Setiawan et al., (2019) that every employee in providing forms of service prioritizes aspects of service that greatly influence the behavior of people who receive service, so responsiveness skills are needed from employees to serve society in accordance with the level of absorption, understanding, inappropriateness of various forms of service that they do not know. This requires wise, detailed explanations, fostering, directing and persuading to respond to all forms of work procedures and mechanisms that apply within an organization, so that the form of service gets a positive response.

Fifth, the effect of assurance on the satisfaction of the people who receive online mail services in Mantingan Village. Assurance (X5) has a positive effect on Public satisfaction (Y) because it has a positive regression coefficient of 0.785. Assurance also has a significant effect on Public satisfaction, this is explained in the results of the t test, where the t count of the reliability variable shows the number 2.527. While the t table is 1.986. Because the t count is greater than the t table, which is 2.527, which is greater than 1.986. From the results of this analysis, if assurance is increased, it will significantly increase the satisfaction of the people who receive online mail services in Mantingan Village. Today's modern organizations that focus on services are faced with the ability to provide assurance that can be sure of the various forms of services that can be provided by an organization. Setiawan et al., (2019) once explained that, every form of service requires certainty for the services provided. The form of certainty from a

service is largely determined by assurance from employees who provide services, so that people who receive services feel satisfied and believe that all forms of service matters carried out are complete and completed in accordance with the speed, accuracy, convenience, smoothness and quality of the services provided. The government as a modern organization really needs trust in providing services to the Public.

#### **4. CONCLUSION**

From the results of the discussion above it can be concluded as follows:

- a. From the analysis, the coefficient of determination is 0.757. This means that 75.7% of the Public satisfaction variable will be influenced by service quality, while the remaining 24.3% of the Public satisfaction variable will be influenced by other variables not discussed in this study.
- b. Quality of Service consisting of tangible, empathy, reliability, responsiveness, and assurance simultaneously has a significant effect on Public satisfaction in which service quality has a significant influence on the satisfaction of people who receive online mail recording services.
- c. Partially, the tangible, empathy, reliability, responsiveness, and assurance sub-variables have a significant effect on Public satisfaction.
- d. Empathy sub-variable is a service quality sub-variable that dominantly influences the quality of people who receive Online Mail recording services in Mantingan Village.

#### **5. THANK YOU**

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