

The Effect of Administrative Service Quality and Officer Responsiveness on Service Satisfaction

Sitti Husna Noviana Djou¹, Darman², Celsi Kuku³

^{1,2,3}Universitas Bina Mandiri Gorontalo

Article Info

Article history:

Received December 2023

Revised December 2023

Accepted December 2023

Keywords:

Administrative Service Quality

Officer Responsiveness

Service Satisfaction

ABSTRACT

This research was conducted to determine the quality of administrative services and officer responsiveness to the service satisfaction of the Bakida Village Office in Gorontalo. The sampling technique used was Accidental Sampling by determining 76 respondents. The research method uses quantitative descriptive with the Statical program for socian science (SPSS). The results of this study show that the Quality of Administrative Services and Officer Responsiveness significantly affect Service Satisfaction at Village Offices with a calculated F value of 103,706, with the number of influences of 0.737 or 73.7%. The quality of administrative services has a significant effect on Service Satisfaction at the Village Office with a calculated value of 3,445, Officer Responsiveness has a significant effect on Service Satisfaction at the Village Office with a calculated value of 6.412.

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Name: Darman

Institution Address: Universitas Bina Mandiri Gorontalo. Jl. Profesor DR. H. Aloei Saboe, Wongkaditi, Kec. Kabila, Kabupaten Bone Bolango, Gorontalo 96128

e-mail: darman@ubmg.ac.id

1. INTRODUCTION

In the scope of government, performance is a key element in determining the success of an organization that has the aim of serving the community. Public services are considered as a means of providing legality to the community from the government. To achieve optimal public service delivery, officials are needed who have the ability to act professionally in carrying out their duties. Apparatus who has the right qualifications and expertise can carry out their duties carefully and efficiently, thereby having a positive impact on the overall performance and results of services provided to the community.

The government's recommendation to improve the quality of public services is a

target that can be achieved through the implementation of regional autonomy. Regional autonomy not only includes aspects of regional independence, but also provides an opportunity to explore the potential for improving the quality of services from government agencies at the local level. By providing flexibility to regions in managing resources and providing services, regional autonomy becomes an effective tool for realizing improvements and improvements in the quality of public services in a more specific and targeted manner.

Law of the Republic of Indonesia Number 25 of 2000 emphasizes service programs with a focus on the quality and responsiveness of service employees in government agencies. Its implementation in

the context of bureaucratic reform and regional autonomy still faces a number of challenges. Although recommendations for improving the quality of government services as a prominent form of bureaucratic reform in the context of regional autonomy have been clearly outlined, its implementation has not fully met the expectations of many parties.

The problem of service quality is still hampered by a number of factors, including the completeness and suitability of the facilities and infrastructure used for services. Along with the development of regional autonomy, there is a need for a more intensive focus on providing facilities and infrastructure that support public services to run optimally. Challenges in fulfilling these aspects indicate the need for further improvements and improvements in an effort to achieve the desired quality of government services.

2. LITERATURE REVIEW

2.1 *Service Quality*

According by [1], expressed his views on service quality by emphasizing that quality is a dynamic condition, closely related to various elements such as products, services, people, processes and the environment. In this perspective, the assessment of service quality is not only static, but rather based on the conditions that are formed when public services are provided. Furthermore, this dynamic concept reflects that service quality can be influenced by a number of factors that interact in a complex manner. Starting from the attributes of the products and services provided, interactions with the humans who provide the service, the implementation process, to the environment where the service takes place. Therefore, understanding service quality is not only limited to products or services, but also involves other aspects

that also determine the level of satisfaction of service recipients.

According to [2] Quality can be interpreted as a combination of the properties and characteristics of a product or service. In this context, quality refers to the extent to which these traits and characteristics are able to meet customer needs. Quality assessment involves evaluating how well a product or service can satisfy customer needs and expectations. Thus, the concept of quality is not only related to the technical aspects of a product or service, but also involves the psychological dimension and customer perceptions of the extent to which the product or service can meet or even exceed their expectations. An understanding of quality includes the ability to understand customer needs, design products or services with appropriate characteristics, and provide a satisfactory experience for customers.

According to [3], quality refers to the future and characteristics of a product or service. Quality is measured by the ability of the product or service to meet or reflect customer needs. In this context, quality not only includes the technical or functional aspects of a product or service, but also involves broader dimensions, including elements such as reliability, durability, security, and also user experience. Quality as a future and characteristic suggests that evaluation of quality should not only focus on when the product or service was created or delivered, but also consider how that quality may impact customer needs and expectations in the future. Therefore, companies need to understand customer needs well, design products or services with relevant characteristics, and commit

to maintaining and improving their quality over time.

The quality of village administration services refers to the extent to which the village government provides good, efficient and responsive services to village residents in terms of government administration. It includes various administrative tasks such as preparation and issuance of documents, management of population data, maintenance of village infrastructure, and other services related to the interests of village communities [4]

2.2 *Responsiveness*

Responsiveness, as explained by Ratminto and Winarsih in [5], refers to a service provider's ability to effectively identify community needs. This includes the ability to set service agendas and priorities, as well as designing service programs that suit community needs and aspirations. In other words, responsiveness reflects the extent to which a service provider is able to respond quickly and effectively to customer expectations, desires, aspirations and demands. In this context, responsiveness is not just responding to customer needs, but also involves the ability to accommodate their hopes and desires. As a service quality parameter, responsiveness emphasizes the importance of effective interaction between service providers and the public, creating an environment where services are adapted to the dynamics and development of customer needs. Therefore, increasing responsiveness is considered a key step in increasing customer satisfaction and strengthening the relationship between service providers and society.

According to Sugiandi, as quoted by [6], responsiveness includes the concept of the ability of state officials to face and predict new aspirations, developments, demands and knowledge. In this context, the bureaucracy is expected to be able to respond quickly in order to carry out their duties and functions as service providers. Responsiveness is not only concerned with responding to current needs, but also involves the ability to anticipate change and understand societal dynamics. The importance of responsiveness in bureaucracy can be seen as an effort to maintain the relevance of public services to the ever-changing dynamics of society. The ability to respond quickly to developments and community aspirations is the key to increasing service effectiveness and strengthening relations between state officials and the public. Thus, the concept of responsiveness reflects a commitment to continue to adapt and meet community expectations in the delivery of public services.

Responsiveness, as explained by Dwiyanto in [7], includes the bureaucracy's ability to actively recognize community needs, formulate service agendas and priorities, and design service programs that suit community needs and aspirations. This responsiveness requires that the bureaucracy can provide fast and relevant responses to the development of community needs and expectations. Furthermore, the concept of responsiveness emphasizes the importance of compatibility between the services provided by the bureaucracy and the dynamics of society. This means that the bureaucracy must have the skills to identify changes in community needs and

demands, so that the service programs developed can provide maximum benefits and have a positive impact on the community. With good responsiveness, the bureaucracy can build close relationships with the community, create trust, and increase satisfaction with the services provided.

2.3 Service Satisfaction

According to Kotler, as quoted by [8], the concept of satisfaction (satisfaction) can be interpreted as a feeling of pleasure or disappointment experienced by someone after comparing the product performance they feel (or the results obtained) with their previous expectations. Basically, this satisfaction arises when the performance of a product matches, even exceeds, the expectations that have been formed by consumers. If the product performance is far from the expectations that have been formed, then consumers tend to feel dissatisfied. Conversely, if the product performance meets expectations, consumers will feel satisfaction. Furthermore, if the product performance exceeds expected expectations, the level of consumer satisfaction will be higher, even reaching a very high level of satisfaction or satisfaction. Thus, the level of consumer satisfaction is closely related to the extent to which the product is able to meet, even exceed, the expectations that consumers have previously established.

According to [2], customer satisfaction can be formulated as the result of the process of purchasing and using a product or service, which is measured by comparing the rewards or benefits obtained with the purchase costs, as well as by considering previously anticipated consequences. In this context,

customer satisfaction arises when customers feel that the benefits or value they get from the product or service is comparable or even exceeds the costs incurred, in accordance with the expectations or anticipations they had previously had. Thus, customer satisfaction does not only depend on financial aspects, but also involves the customer's experience and perception of the added value provided by the product or service.

According to [9], public satisfaction can be defined as the response given by the public to the discrepancy between the level of expectations they have and the actual performance they feel after utilizing public services. In this context, public satisfaction arises when people feel that the public services they receive are in line with or even exceed their expectations. This response reflects the public's evaluation of the quality and effectiveness of services provided by government agencies or public institutions. Thus, public satisfaction is not only related to people's expectations, but also to their actual experience in utilizing public services.

3. METHODS

This research used a quantitative method approach, involving 76 respondents as research samples. The sampling technique applied was Accidental Sampling, where respondents were selected by chance or based on their availability at the time the research was carried out. A quantitative approach allows researchers to collect data in the form of numbers or statistics, while Accidental Sampling is used to select respondents without prior planning, emphasizing their availability at the time the research takes place. The combination of quantitative methods and accidental sampling techniques

is expected to provide a comprehensive picture in answering the research questions asked.

4. RESULTS AND DISCUSSION

Based on the results of the feasibility test, it was found that the R Square value in this study was 0.737, which is equivalent to 73.70%. This value indicates that the Quality

of Administrative Services (X1) and the Responsiveness of Officers (X2) contribute 73.70% to the dependent variable, namely Service Satisfaction at the Village Office (Y). Meanwhile, the remaining 26.30% indicates that there are other factors outside the Quality of Administrative Services and Responsiveness of Officers that influence this research.

Table 1. Regression Test Results

Variable	Standardized Coefficient Beta	Q	sig	Information
Constant	1,977	1,090	0.279	
Quality of Administrative Services	0.318	3,445	0.001	Significant
Officer Responsiveness	0.591	6,412	0,000	Significant

4.1 The Influence of Administrative Service Quality on Service Satisfaction

The results of the analysis show that there is a positive and significant relationship between Administrative Service Quality (X1) and Service Satisfaction (Y). These findings confirm the results of [10],[11],[12],[12],[1],[13],[14].

These findings show that the higher the level of quality of administrative services provided, the higher the level of service satisfaction felt by the community. The quality of administrative services covers various aspects, including efficiency, clarity of information, timeliness, and accuracy of administrative procedures. The level of service satisfaction felt by the public tends to increase along with the increase in the quality of the administrative services provided. The quality of administrative services involves a number of aspects that play a crucial role in shaping the public's positive perception of the services provided by an agency or organization. These aspects involve operational efficiency, clarity of information conveyed, timeliness in handling administrative processes, and accuracy in carrying out administrative procedures.

Operational efficiency is one of the key elements in determining the quality of

administrative services. When agencies or organizations are able to provide services efficiently, this creates a smooth and positive experience for the community. Clarity of information is also an important factor, where the delivery of information that is clear and easy to understand by the public can increase their trust and satisfaction with the services they receive. Timeliness in handling administrative processes creates the impression that the agency or organization has discipline and responsibility in providing services. In addition, accuracy in carrying out administrative procedures ensures that the services provided are in accordance with community standards and expectations.

Thus, the overall quality of administrative services which includes efficiency, clarity of information, timeliness and accuracy of administrative procedures are important pillars in achieving optimal levels of service satisfaction. Focusing on improving and developing these aspects can be an effective strategy for increasing public trust and satisfaction with the administrative services provided. With these results, it can be concluded that providing quality administrative services by an institution or organization can have a positive impact on public perception and satisfaction with these

services. Therefore, improvements or improvements in aspects of the quality of administrative services can be a strategic focus to increase the overall level of community satisfaction.

4.2 The Influence of Officer Responsiveness on Service Satisfaction

The results of the analysis show that there is a positive and significant relationship between Officer Responsiveness (X2) and Service Satisfaction (Y). These findings confirm the results of [10],[11],[5],[15],[16],[17],[18],[19],[13],[20],[21],[22]And[23].

These findings confirm that officer responsiveness includes the ability and willingness of officers to provide quick and effective responses to community needs, questions or requests. In other words, the more responsive the officers are in providing services, the higher the level of satisfaction felt by the community.

Officer responsiveness reflects the extent to which officers are able and willing to respond quickly and effectively to various needs, questions or requests submitted by the public. This concept highlights the availability and skills of officers in responding responsively to every situation or need that may arise from the services provided. In other words, when officers are able to be responsive, namely by providing adequate answers or solutions quickly, this has a positive impact on the level of satisfaction felt by the community.

The success of officers in providing responsive services creates a positive experience for the people served. This not only includes the technical ability to provide appropriate responses but also involves aspects of empathy and concern for individual needs. With high responsiveness, officers can make a positive contribution to the public's feelings of satisfaction and trust in the services provided by the relevant agency

or organization. Therefore, officer responsiveness is not only a performance indicator, but also a key element in creating a positive relationship between servants and service recipients.

This conclusion provides an indication of the important role of officers in providing services that are fast and responsive to community needs. Officer responsiveness is not only an indicator of performance, but also has a direct influence on customer satisfaction or the community served. Therefore, to increase the level of service satisfaction, focusing on increasing officer responsiveness could be an effective strategy.

5. CONCLUSION

The quality of administrative services has a significant influence on service satisfaction at the village office. This confirms that the level of quality of administrative services provided by the village office as a whole contributes to the level of service satisfaction felt by the community.

Officer responsiveness has a significant effect on service satisfaction at the village office. Officer responsiveness includes the extent to which officers at the village office respond to community needs and questions quickly and efficiently. These results show that the more responsive the officers are, the higher the level of service satisfaction felt by the community at the village office.

Thus, both the quality of administrative services and the responsiveness of officers have an important role in shaping the community's positive perception of services at the village office. Improvements in these aspects can be an effective strategy in increasing service satisfaction and strengthening relationships between village offices and communities.

REFERENCES

- [1] Arip Budiman, "Pengaruh Kualitas Pelayanan terhadap Kepuasan Masyarakat Di Desa Margaluyu Kecamatan Cikoneng Kabupaten Ciamis," *ATRABIS: Jurnal Administrasi Bisnis (e-Journal)*, vol. 8, no. 2, pp. 216–226, 2022, doi: 10.38204/atrabis.v8i2.1094.
- [2] F. Tjiptono, *Strategi Pemasaran, Edisi 4*. Andi Offset: Yogyakarta, 2015.

- [3] P. Kotler and K. L. Keller, *Marketing Management*. Edition New Jersey: Pearson Prentice Hall, Inc, 2016.
- [4] S. H. N. Djou, Darman, A. Tuono, S. A. Gaib, S. N. Dulupi, and M. Darise, "Analysis of Determinants of Village Administrative Service Quality," *West Science Business and Management*, vol. 1, no. 03, pp. 99–106, 2023, doi: 10.58812/wsbm.v1i03.77.
- [5] H. Hasan, A. W. Kamma, and I. Baharuddin, "Analisis Responsivitas Pegawai Syahbandar Di Kantor Unit Penyelenggara Pelabuhan Kelas Iii Soasio Dalam Pelaksanaan Pelayanan Sesuai Tugas Pokok Dan Fungsi," *Jurnal Inovasi Penelitian*, vol. 3, no. 11, pp. 7929–7936, 2023.
- [6] Herdini and Widiyarta, "Responsivitas Pelayanan Publik Dalam Menangani Keluhan Pelanggan di Perusahaan Daerah Air Minum (PDAM) Kabupaten Nganjuk," vol. 2, pp. 1–9, 2020.
- [7] Y. Mawarni and Meirinawati, "Responsivitas Pelayanan Publik di Puskesmas Berstandar ISO 9001:2008 (Studi Pada Puskesmas Jeruk Kecamatan Lakarsantri, Kota Surabaya)," *PUBLIKA Jurnal Administrasi Negara*, vol. 2, no. 3, pp. 1–14, 2014.
- [8] Nashar, *Kualitas Pelayan akan Meningkatkan Kepercayaan Masyarakat*. Duta Media Publishing: Pamekasan, 2020.
- [9] D. Priansa, *Perilaku Konsumen dalam Persaingan Bisnis Kontemporer*. Bandung: Firsada, 2018.
- [10] A. Nurhidayat and B. Efendi, "Pengaruh Kualitas Pelayanan Publik, Responsivitas Dan Disiplin Kerja Pegawai Terhadap Kepuasan Masyarakat Di Kantor Balai Desa Purwosari Kecamatan Kaliwiro Kabupaten Wonosobo," *Journal of Economic, Business and Engineering (JEBE)*, vol. 2, no. 2, pp. 357–364, 2021, doi: 10.32500/jebe.v2i2.1752.
- [11] Sujianto, Mujiono, I. B. Suardika, and S. Indriani, "Pengaruh Kualitas Layanan Administrasi Akademik tentang Kepuasan Mahasiswa," *Jurnal Flywheel*, vol. 14, no. 1, pp. 29–33, 2023, doi: 10.36040/flywheel.v14i1.6523.
- [12] D. Nasihah, "Pengaruh Kualitas Pelayanan terhadap Kepuasan Masyarakat di Kantor SAMSAT Pati," *Eksekusi: Jurnal Ilmu Hukum dan Administrasi Negara*, vol. 1, no. 2, p. 15, 2023, doi: 10.29040/jap.v2i1i1.1154.
- [13] Marni, "Pengaruh Kualitas Pelayanan Publik, Responsivitas Dan Disiplin Kerja Pegawai Terhadap Kepuasan Masyarakat Di Desa Bojong Kecamatan Klapanunggal Kabupaten Bogor," *Syntax Literate: Jurnal Ilmiah Indonesia*, vol. 7, no. 9, p. 18557, 2022.
- [14] M. Mahfudhoh and I. Muslimin, "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Pada Rumah Sakit Umum Daerah Kota Cilegon," *Jurnal Ilmiah Manajemen Kesatuan*, vol. 8, no. 1, pp. 39–46, 2020, doi: 10.37641/jimkes.v8i1.310.
- [15] I. T. Utami, "Analisis Hubungan Responveness, Responsibility dan Accountability Terhadap Tingkat Kepuasan Masyarakat," *Metta : Jurnal Ilmu Multidisiplin*, vol. 3, no. 1, pp. 1–14, 2023, doi: 10.37329/metta.v3i1.2172.
- [16] T. Zacharias, "Profesionalisme, Responsivitas dan Kredibilitas Pegawai Kantor Kecamatan Terhadap Kepuasan Masyarakat Fenafan Kabupaten Buru Selatan," *Universitas Kristen Indonesia Maluku*, pp. 36–46, 2019.
- [17] I. Gunawan, "Pengaruh Daya Tanggap dan Kinerja Pegawai Terhadap Kepuasan Masyarakat Kecamatan Metro Kibang Kabupaten Lampung Timur," *Jurnal Simplex*, vol. 2, no. 1, pp. 33–40, 2019.
- [18] S. Rindo, S. Rusmiwari, and D. Citra Larasati, "Pengaruh Responsivitas Pegawai Kantor Pdam Kota Malang Terhadap Kepuasan Pelanggan Dalam Penyediaan Air Bersih," *Jisip : Jurnal Ilmu Sosial dan Ilmu Politik*, vol. 6, no. 1, p. 69, 2017.
- [19] Kusdarmaji, "Pengaruh Kompetensi Penyidik Dan Responsivitas Terhadap Kualitas Pelayanan Dimediasi Penanganan Perkara (Studi Kasus Pada Laporan/Pengaduan Tindak Pidana Di Direktorat Reserse Kriminal Umum Polda Kalimantan Selatan)," *31 Kindai*, vol. 18, pp. 1–23, 2016.
- [20] Nurhayati, "Faktor Responsiveness terhadap Kepuasan Pasien di Pelayanan Kesehatan Ibu dan Anak (KIA)," *Jurnal Health Quality*, vol. 4, no. 2, p. 134, 2014.
- [21] R. Yuliawan, "Pengaruh Kualitas Pelayanan Pegawai Administrasi Akademik Terhadap Kepuasan Mahasiswa Rahmat Yuliawan Universitas Airlangga," *Eksis*, vol. 12, no. 2, pp. 126–135, 2017.
- [22] S. Rindo, S. Rusmiwari, and D. Citra Larasati, "Pengaruh Responsivitas Pegawai Kantor Pdam Kota Malang Terhadap Kepuasan Pelanggan Dalam Penyediaan Air Bersih," *Jisip : Jurnal Ilmu Sosial dan Ilmu Politik*, vol. 6, no. 1, p. 69, 2017.
- [23] A. Wijayanto, I. K. Gunawan, and A. Alaydrus, "Pengaruh Respsnivitas Dan Komitemen Kerja Aparatur Desa Terhadap Kepuasan Masyarakat Desa Bukit Permata Kecamatan Kaubun Kabupaten Kutai Timur," *E-Jurnal Ilmu Pemerintahan*, vol. 6, no. 1, pp. 67–80, 2017.