

Analysis of Service Quality and Public Satisfaction on Local Government Agencies in Manado City

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ABSTRACT: The purpose of this study are: (1) to know and analyze the picture of service quality and public satisfaction on Local Government Agencies of Manado city, (2) to know whether the variable of tangible, responsiveness, reliability, assurance and empathy influenced to the public satisfaction of Manado city, partial or simultaneous.

This research was conducted on Local Government Agencies of Manado city in 2017. The respondents of this research are Manado city people who have ever received the service of Local Government Agencies of Manado city. The analytical method used is descriptive analysis and multiple linear regression analysis, the data is processed with the help of program SPSS Version 24.

The results of this study found that: (1) The service quality and public satisfaction on Local Government Agencies in Manado city are good, (2) Increased reliability, assurance and empathy will result in increased the public satisfaction of Manado City where reliability has the most dominant influence on the public satisfaction of Manado City. (3) Conversely, increased tangible and responsiveness will not result in the increasing of the public satisfaction of Manado City. (4) Improved tangible, responsiveness, reliability, assurance, and empathy together will result in increased the public satisfaction of Manado City.

KEYWORDS - Service Quality, Public Satisfaction, Local Government Agencies, Manado City

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I INTRODUCTION

Implementation of regional autonomy policy in Indonesia raises great expectation for society, especially in the case of improvement of public service. The growing demands of the community as an indication of an increasingly critical role want the bureaucracy in a professional government organization, especially in the implementation of public service quality. The nature of decentralization is the autonomy of a society within a particular region. In regional autonomy, service management affairs become the authority of local government so that will bring closer between service providers and those served. Local governments are considered to better understand the wishes of local people, so that decision-making in the provision of services more responsive to community demand.

Good public services can encourage the improvement of people's welfare. Entwistle and Martin (2005) states that effective public administration services will save the budget, so that the State budget can be allocated for the needs directly related to the welfare of the community. In addition, the effectiveness of administrative services will accelerate the fulfillment of administrative needs to accelerate the economic growth of the community. Research on public services is a very important research (Bappenas, 2003). A public service quality is one of the pillars to show the change of government administration in favor of improving people's welfare. Public service is a mirror of community independence in the area concerned, in an effort to obtain satisfactory service to improve their welfare.

Manado City Government as part of the Republic of Indonesia Government certainly cannot be separated from the efforts of public administration reform with the aim of accelerating the economic growth of its people. Therefore, it is necessary to create good governance. The administrative services in question are administrative services that support the growth of the business sector. Public administration here is the administration in public service to the public. The government in Manado City is supported by institutions consisting of: The Regional Secretariat, 24 Instance or Agency or Offices, 1 Inspectorate and 11 Sub-Districts with the division of main tasks and functions that can support the smooth development in Manado City. The scope of the territory of Manado City consists of 11 sub-districts with 87 villages (BPS-Statistics of Manado Municipality, 2016).

Therefore, research on the public services quality and its relation to public satisfaction is needed. Service quality has a close relationship with public satisfaction. Quality provides an encouragement to the community to establish good relations with the government. In the long term, such ties allow the government to understand carefully the expectations of society and their needs. Thus, the government can increase public satisfaction in which the government maximizes pleasant community experience and minimizes the unpleasant experience of the community (Atmawati and Wahyuddin, 2007).

The purpose of this study are: (1) to know and analyze the picture of service quality and public satisfaction on Local Government Agencies of Manado city, (2) to know whether the variable of tangible, responsiveness, reliability, assurance and empathy influenced to the public satisfaction of Manado city, partial or simultaneous.

This research is expected to be a medium to apply the theoretical concepts, as well as improve the knowledge of science through various findings in the field that have not previously revealed, especially about the public service quality become one of the determinants of public satisfaction indirectly as a driver of regional economic growth.

The results of this study are expected to contribute directly to the Manado City Government, especially in an effort to improve the public service quality. A broader benefit is the creation of good governance to promote sustained growth in the economy.

II LITERATURE REVIEW

Public Service

Basically everyone need service, even in the extreme can be said that service cannot be separated with human life. According to Kotler (2005) service is any beneficial activity in a set or unity, and offers satisfaction even if the result is not tied to a product physically. Furthermore, Sampara (1999) argues, service is an activity that occurs in direct interactions between people with others or machines physically, and provide customer satisfaction.

Public service quality not only refers to the service alone, also emphasizes the process of organizing or distributing the service itself to the hands of society as a consumer. Aspects of speed, accuracy, convenience, and fairness serve as a tool for measuring public service quality. This means, the government through the apparatus in providing public services to the community should pay attention to these aspects. Administrators are more emphasis on prioritizing the public interest and provide service to the community rather than own interests.

According Supriatna (1993) public service is any activity undertaken by other parties conducted to meet the interests of the people. Another party is an organization that has obligations in a process of service activities. The public interest shall be the set of personal interests sublimated and not contrary to the norms of society and the prevailing rules. Wasistiono (2001) argues that public services are the provision of services either by government, private parties, on behalf of government or private parties to the public, with or without payment to meet the needs or interests of the community. Public service is essentially a service given to the community. Service is not held to serve itself, but to serve the community and create conditions that enable every member of the community to develop their ability and creativity to achieve common goals (Rashid, 1998). Therefore, public bureaucracy is obliged and responsible to provide good service and professional and with the purpose of a program implemented then the achievement of the service to the community can be done well and with the supervision of the community.

Article 1 of Law Number 25 Year 2009 regarding Public Service defines public service as an activity or series of activities in the framework of fulfilling the needs of the service in accordance with the laws and regulations for every citizen and resident of the goods, services and / or administrative services provided by public service providers. The public service providers can be state institutions (executive, legislative, judicative, military, and government bureaucracy), corporations (private, state-owned corporations, and public corporations), independent institutions established by law for public activities, other laws established solely for public service activities (societal associations in the form of foundations).

Alamsyah (2011) states that public service is any service activity undertaken by government, individuals, organizations, and others in order to respond to the demands of individuals, groups, organizations, and others that intersect with the interests of the entire population. Based on the definition, there are four dimensions contained in it, namely: the served, the serving, the source of service legitimacy, and the form of service activity (which contains a series of tasks) itself.

Public Service Quality

Service is the quality of bureaucratic service to society (Sinambela, 2006). The word quality has many different definitions and varies from conventional to more strategic. The conventional definition of quality

usually describes the direct characteristics of a product, such as performance, reliability, ease of use, aesthetics and so on. While the quality is strategically everything that is capable of fulfilling the wants or needs of society.

Lovelock (1994) suggests service quality is an interesting idea of how a product when coupled with the service will produce a strength that benefits organizations to gain profit even to face competition. There are 8 things about service that can be explained as follows (1). Information, is the process of a quality service starting from the products and services required by customers. Provision of information channels that directly provide convenience in order to answer the customer's wish is important. (2). Consultation, after obtaining the desired information, the customer needs a good consultation regarding technical issues, administration, costs. For that an organization should prepare the ingredients regarding consultation materials, consultation places, employees / officers who serve, and time for consultation free of charge. (3). Order taking, customer assessment on this point is emphasized on the quality of service that refers to the ease of filling applications and administration are not convoluted, flexible, low cost, and mild conditions. (4). Hospitality, the customer who deals directly will give an assessment to the friendly and courteous attitude of the employees, comfortable waiting room and other adequate facilities. (5). Caretaking, the varied backgrounds of different customers will demand different services. (6). Exception, some customers sometimes want a quality service exception. (7) Billing, the prone point is in payment administration. This means that the service must pay attention to matters relating to the payment administration, whether it involves the form list of transaction forms, payment mechanisms up to the accuracy of calculating the bill. (8). Payment, at the end of the service must be provided payment facilities based on the wishes of customers, such as bank transfers, credit cards, direct debit on customer accounts.

Sinambela (2006), theoretically the purpose of public service is basically to satisfy the society. To achieve the satisfaction, it is demanded that the quality of service is reflected from: (1) Transparent, such as Service which is open, easy and accessible to all parties who need and provided adequately and easily understood, (2) Accountability, that is Service that can be accounted in accordance with the provisions of legislation, (3) Conditional, that is Services in accordance with the conditions and the ability of the donor and the recipient of the service by sticking to the principles of efficiency and effectiveness, (4) Participative, namely Services that can encourage community participation in the implementation of service public with respect to the aspirations, needs and expectations of the community, (5) Equality of Rights, such as Services that do not discriminate in terms of any aspect, especially tribe, race, religion, class, social status and others, (6) Balance of Rights and Obligations, namely Services that consider the aspect of justice between the giver and the recipient of public service.

Elements of Service Quality

According to Tandjung (2004) elements of service quality consist of: (1) Tangible, (2) Reliability, (3) Responsiveness, (4) Assurance, and (5) Empathy. According Tjiptono (2006), Tangible includes physical facilities, equipment, employees, and means of communication. This means the appearance of physical facilities, such as the building and front office space, the availability of parking space, cleanliness, tidiness and comfort of the room, the completeness of communication equipment, and the appearance of employees. Infrastructure related to customer service should also be considered by company management. A magnificent building with cooling facilities (air conditioning), a sophisticated telecommunication equipment or quality office furniture, and others are the customer's consideration in choosing a product or service.

Reliability is the ability to deliver promised services immediately, accurately and satisfactorily. This means the company is delivering its services right from the first moment. It also means that the company concerned fulfills its promise, for example delivering its services according to the agreed schedule. In this element, marketers are required to provide reliable products or services. Service products should not be damaged. In other words, the product or service should always be good. The members of the company must also be honest in solving the problem so that customers do not feel cheated. In addition, it should be a promise when promising something to the customer. Again, note that promise is not just a promise, but a promise must be kept. Therefore, the time schedule needs to be carefully compiled.

Responsiveness is the desire of the staff to help the customers and provide services with responsiveness. Responsiveness can mean employees' responsiveness or alertness in helping customers and delivering fast service and covering employees' readiness in serving customers, employee speed in handling transactions, and handling Company members should pay attention to customer specific promises. Another element that is also important in this quick response element is that the members of the company are always on hand to help customers. Whatever someone's position in the company should always pay attention to customers who contact the company.

Assurance include the knowledge, skills, courtesies, and credentials of staff; free from danger, risk or doubt. At a time when competition is very competitive, the members of the company must appear more competent, which means having knowledge and expertise in their respective fields.

Empathy is the ease of doing relationships, good communication, personal attention, and understanding the needs of consumers. Each member of the company should be able to manage time to be easily contacted, either by phone or in person. The phone rings at most three times, then immediately answered. Remember, the time the customer has is so limited that it is impossible to wait too long. Try also to make individual communications for relationships with customers more familiar. Company members must also understand customers, meaning that customers are sometimes like little kids who want everything or customers sometimes like chatty parents.

State Apparatus

State apparatus is the implementer of bureaucratic wheels. According Sedarmayanti (2009) bureaucrats are employees who act bureaucratically. Furthermore, it is said that bureaucrats are (1) a system of government run by government employees because it has been holding on hierarchy and level of office. (2) How to work or the composition of work that is slow and according to the rules of the rules (customs and so on) that many of its mismatch. (3) Bureaucracy often forgets the true purpose of government, because it is too concerned with the ways and forms. It blocks work fast and raises the spirit of waiting, eliminates the initiative, is bound in complex rules and depends on the orders of superiors, is static and therefore hinders progress

Bureaucrats are officials who act bureaucratically and hierarchically. Uphold the values of honesty in his duties. As the government apparatus must be able to comply with the rules in the implementation of job duties. Responsibility is the ability of an apparatus in completing the work submitted to him, the bureaucracy sometimes often forget the purpose of the government, the bureaucracy is the legs or long hand of the central or regional government in providing services to the community, therefore the state apparatus is required to run bureaucracy which is in accordance with the rules of the order of implementation that must be implemented, if the apparatus implementing the bureaucratic wheel has an initiative and innovative behavior and does not depend on the orders of superiors have high individualism soul against society or other apparatus then by itself bureaucratic wheels will run well and on the track.

Good Governance

Countries with government bureaucracies are required to carry out good public services. The private sector as a resource manager outside the state and government bureaucracy must contribute to the business of managing the resources. Good governance can be realized if supported by principles that can generate trust in the form of participation, law enforcement, transparency, responsiveness, equity and justice, and accountability (Nawawi, 2012).

Good governance is the most prominent central issue in the management of public administration today. The demand for good governance arises because of the deviation in the implementation of the state of democratic values that encourages the awareness of the citizens to create a new system or paradigm to oversee the path of government so as not to deviate from its original purpose. The demand to realize the state administration capable of supporting the smoothness and integrity of the execution of the duties and functions of state governance and development can be realized by practicing good governance.

Word good in good governance according to contains two meanings. Firstly, values that uphold the wishes or desires of the people, and values that can improve the ability of the people who in achieving the goal of self-reliance of sustainable development and social justice. Second, the functional aspects of effective and efficient governance in the execution of its duties to achieve the objectives of the goal.

Based on this understanding, it can be argued that good governance is oriented to two things, namely, the first ideal state orientation aimed at achieving national goals and the functional aspects of effective and efficient governance in the performance of their duties to achieve these objectives. Furthermore, based on this description, it can be concluded that good governance is the administration of a solid and responsible and efficient state government, while maintaining the synergism of constructive interaction among state domains, private sector and society. In order to find the right formulas and methods for improving and improving the performance of services provided by a public organization, an assessment of its performance is required as a measure of the success of a public organization in achieving its mission.

For public service organizations, information on performance is certainly useful to assess how far the services provided by the organization meet the expectations and satisfy the service users. In addition, an assessment of the performance of the service is also important for putting pressure on the officials who administer the service activities.

Public Satisfaction

Mansyur (2008) mentions several theories related to job satisfaction, among others are:

- 1) Discrepancy Theory

Locke's theory of contradiction states that satisfaction or dissatisfaction with various aspects of work reflects the weighing of two values: (1) the perceived contradiction between what individuals want and what they accept, and (2) the importance of what is desired for the individual. Overall job satisfaction for an individual is the sum of every aspect of the work multiplied by the degree of importance of the work aspect for the individual. An individual will be satisfied or not personally, depending on how he perceives the suitability or contradiction between his desires and the outcomes.

2) **Facet Satisfaction Model**

Lawler's model of field satisfaction is closely related to Adams's theory of justice. According to the Lawler model people will be satisfied with certain areas of their work (colleagues, bosses, salaries) if the number of fields they perceive they must accept to carry out their work is equal to the amount they perceive of what they actually receive. For example, an employee's perception of the amount of honorarium he should receive based on his performance with his perception of the honorarium he actually received. If an individual perceives the amount he receives as greater than he or she deserves, he will feel wrong and unjust. Conversely, if he perceives that he receives less than he deserves, he will feel dissatisfied. According to Lawler, the number of fields perceived by people as appropriate depends on how people perceive job input, the characteristics of their work and how they perceive input and output from others who are the benchmarks.

3) **Opponent-Process Theory**

The theory of the opponent-process from Landy sees job satisfaction from a fundamentally different perspective than any other approach. This theory emphasizes that people want to maintain an emotional equilibrium. It argues that extreme emotional states do not provide benefit. Job satisfaction or dissatisfaction (with associated emotions) stimulates the physiological mechanisms in the central nervous system that make active conflicting or contradictory emotions. It is hypothesized that opposing emotions, though weaker than the original emotions, will continue to exist for a longer period of time.

Measurement of Job Satisfaction

Measurement of job satisfaction varies widely, both in terms of statistical analysis and data collection. There is no problem with measurement, the most important being that it qualifies reliability and validity (Muchinsky, 1993).

There are three kinds of job satisfaction measurement instruments which are quite popular and often used in researches (Muchinsky, 1993), among others:

a) **Job Descriptive Index**

Job Descriptive Index (JDI) was developed by Smith, Kendall, and Hulin in 1969 and revised by Smith in 1985. The questionnaire measures the five aspects of satisfaction of the job itself, namely supervision, salary, opportunity to advance, co-workers and employment in general. Each aspect contains 9 to 18 items. Employees choose items that describe their work. Each item has a scale value indicating an explanation of job satisfaction.

b) **Minnesota Satisfaction Questionnaire**

Minnesota Satisfaction Questionnaire (MSQ) was developed by Weiss, Davis, England and Lofquist in 1967. This gauge is the second best tool that measures satisfaction. Measurable things include creativity, independence, human-supervisory relationships, supervisory techniques and working conditions. Individuals are asked to be given five alternative answers from very satisfied (5) to very dissatisfied (1).

In MSQ there are 20 items to be answered so it takes more time in the finish compared to JDI.

c) **Faces Scale**

Faces Scale was developed by Kunin in 1955. The single item is very different from the other gauges. This tool measures satisfaction globally. This scale is the image of a human face. The subject is asked to select the image by checking the box that describes the condition of the individual who chose at that time. Faces Scale is very good to measure job satisfaction in general, easy to apply, can be used for both men and women and requires a relatively short time in the process.

Measurement of Public Service

Basically every human needs service, even in the extreme can be said that service cannot be separated with human life (Sinambela, 2006). Therefore, the services provided to the community demand a certain quality. Services organized by managers through their apparatus, although not aimed at making a profit but still must prioritize the quality of services in accordance with the demands, expectations and needs of the community served. In an increasingly critical society, public bureaucracy is required to be able to change the position and role (revitalization) in providing public services. From the likes of governing and governing to change to serve. From those who like to use the power approach, it turns out to be helpful toward a flexible, collaborative and dialogical direction. From the only shaped slogans to the pragmatic realistic ways of working.

In Indonesia, efforts to set public service standards in the framework of improving the quality of public services have actually been done long. These efforts are indicated by the issuance of various policies such as Presidential Instruction, Ministerial Decree, Government Regulation, and others.

III FRAMEWORK FOR RESEARCH AND DEVELOPMENT HYPOTHESIS

Research Framework

Economic development is a development that utilizes all economic potentials for the achievement of agreed development objectives. The government does not only have a role as a development controller. But it also plays an active role to encourage the active involvement of the community to exploit the economic potential that exists for the improvement of the country's economic growth.

This role as a driver is done by providing quality administrative support for the community. Therefore, directly or indirectly, the administrative services that satisfy the community will be able to influence the improvement of people's welfare.

Five variables, namely tangible, reliability, responsiveness, assurance, and empathy (Tjiptono, 2006) can affect the quality of public services that determines the satisfaction of the public in the business license arrangement at the Local Government Agencies, which will affect the public interest to invest in the field of business so that the welfare of society can be realized. Then compiled the concept of research as presented in Figure 1 below.

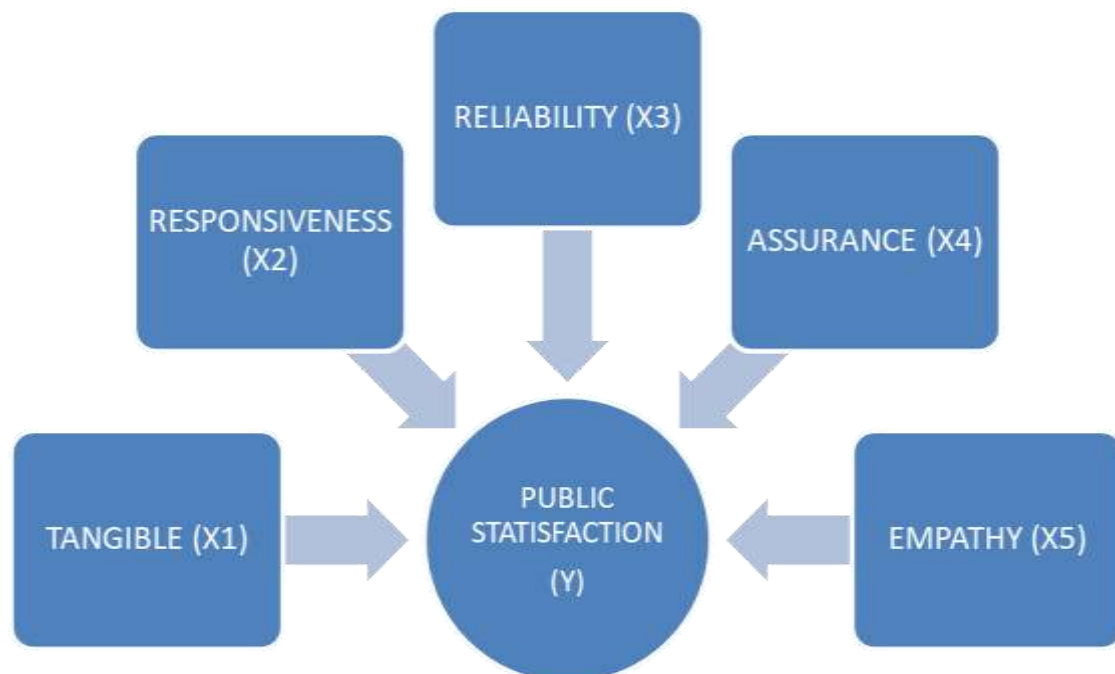


Figure 1. Research Model

Research Hypothesis

Hypothesis proposed in this research as follows:

1. Quality of service and public satisfaction on Local Government Agencies of Manado City is good.
2. There is a significant influence of Tangible, responsiveness, reliability, assurance and empathy affecting the satisfaction of the people of Manado City, either partially or simultaneously.

IV RESEARCH METHODS

This research was conducted on September - November 2017 in Manado City with the scope of Local Government Agencies, which underlies the selection of this location is to know the level of public satisfaction on public service.

Operational Variables Definition of Research

1) Independent variable

The independent variable is a variable that influences or becomes the cause of the change or the incidence of the dependent variable (Sugiyono, 2012). The independent variables in this study are Tangible(X_1),

responsiveness(X_2), reliability(X_3), assurance(X_4) and empathy(X_5) (Tjiptono (2006); Assegaff (2009)).

(1) Tangible (X_1)

Tangible is an outpost that includes physical facilities, equipment, employees, and communication advice. Furthermore, the tangible variable is measured by the following indicators:

- a) Arrangement of the room is: the arrangement of the existing equipment at the service place.
- b) Appearance of officers are: outside assessment of service providers covering the way of dress and how to decorate.
- c) The infrastructure facilities used are sophisticated and modern equipment used for service purposes.

(2) Responsiveness (X_2)

Responsiveness is the desire of the staff to help paraphrases and provide services with responsiveness. Furthermore, the responsiveness variable is measured by the following indicators:

- a) The willingness of officers in the service is the willingness of the service providers in assisting the seeker community.
- b) Smooth communication is how to explain from the service providers to the public searchers permit.
- c) Providing a solution to the complaint is giving way out of the service providers to the problems faced by permit seekers.

(3). Reliability (X_3)

Reliability is the ability to provide services with promptly, accurately and satisfactorily. Furthermore, the variable reliability is measured by the following indicators:

- a) Certainty of service schedule is the accuracy of the implementation of service time with the provisions that have been determined.
- b) Clarity of information by officers is clarity about information needs in service delivery.
- c) The speed of service process is how long it takes in service.

(4). Assurance (X_4)

Assurances are the knowledge, ability, courtesy, and credentials of staff; free from danger, risk or doubt. Next assurance variable is measured through indicator:

- a) Hospitality officer attitude and behavior of officers in providing services to the community in a polite and friendly and mutual respect and respect.
- b) The ability of service personnel is the ability of officials in handling problems in the service.
- c) The officer's responsibility is an attitude of the fundamental duty of service providers who can be trusted by the public.

(5). Empathy (X_5)

Empathy is the ease of doing relationships, good communication, personal attention, and understanding the needs of the customers. The empathy variable is measured through the indicator:

- a) Attention in the ministry is the personal attention shown by the officer in providing services to the community.
- b) Justice of treatment in the ministry is to carry out the service by not distinguishing the class and status of the society being served.
- c) Security and comfort is the security and convenience of operational time of Local Government Agencies of Manado City.

2) Dependent variable

The dependent variable is the variable that is influenced or the result, because of the independent variables (Sugiyono, 2012). Including the dependent variable in this study is public satisfaction (Y), ie data and information about the level of public satisfaction derived from quantitative and qualitative measurement results on public opinion in obtaining services from the apparatus of public service providers by comparing the expectations and needs.

Indicators of these variables are then made a starting point for compiling items that can be instrument questions or statements, and to be measurable, then used the measurement scale. In this research the answer of each instrument item using Likert scale with a range score of 5 to value 1 which shows strongly agree until that shows the opinion of respondents strongly disagree, as follows:

Score 5 shows Strongly Agree

Score 4 shows Agree

Score 3 shows Quite Agree

Score 2 shows Disagree

Score 1 shows Strongly Disagree

Types and Data Sources

1. Data type

- 1) Quantitative data is data that has unit count, namely data in the form of numbers of respondent perception about the quality of public services.
- 2) Qualitative data is data in the form of explanations that do not have a unit of count, which is used to provide explanations that support research (Sugiyono, 2012).

2. Data sources

- 1) Primary data is data directly collected by the researcher and published by the researcher concerned. The data in this study include Tangible variables, responsiveness, reliability, assurance and empathy.
- 2) Secondary data is data already collected and reported by others or other parties outside the researcher. Secondary data in this study was obtained from *Manado Dalam Angka* and from the quality of public services in Local Government Agencies of Manado City.

Population and Sample

Population is a generalization area consisting of: objects / subjects that have certain qualities and characteristics (Sugiyono, 2012). The population in this study are the people who have received the service of the Local Government Agencies of Manado City.

The sample is part of the number and characteristics possessed by the population (Sugiyono, 2012). The number of samples in this study was determined based on the guidelines proposed by Roscoe (1975) in Sekaran (1992) that the sample size in the multivariate study was 25 times the number of research variables. Based on these guidelines, the minimum sample size in this study is 25×6 variables = 150 samples.

Collecting data

Methods of data collection is an important part in a study, the availability of data will determine in the process of processing and further analysis. To obtain the necessary data in this study used data collection techniques with the main instrument questionnaire or questionnaire, which is a list that contains a series of questions about a problem or field to be examined. To obtain data, questionnaires were distributed to respondents (those who answered or investigated) especially in the survey study. The purpose of the questionnaire according to Nasir (1999) is as follows:

- 1) Obtain information relevant to the research objectives.
- 2) Acquire information on a problem simultaneously.

In this study, the public responds to the quality of public service at the Local Government Agencies of Manado City. Where each question is available with 5 (five) alternative answers, so that respondents just choose one alternative answer that is considered in accordance with practical reality.

Test of Research Instruments

Testing the validity and reliability of this questionnaire is intended to list the questions used to obtain valid and reliable research data.

1. Test the validity of research instruments

Validity in the study is described as a degree of accuracy of measuring instruments of research on the core or the true meaning of the measured. The high degree of validity indicates the extent to which the data collected does not deviate from the description of the variable in question.

According to Sudarmanto (2005) the validity can be done by correlating between the score of the instrument item with the total score of all question items. The minimum limit is considered to qualify for validity when $r = 0.3$. So to qualify the validity, then the questions or statements in the research must have a correlation coefficient $t > 0.3$. If the correlation between the score item and the total score is less than 0.3 then the item of question or statement in the instrument is declared invalid.

2. Test reliability

Reliability is the degree of accuracy, accuracy or accuracy indicated by the measuring instrument where the test can be performed internally, ie testing by analyzing the consistency of the items. According Nunnaly, variable is said reliable if Cronbach Alpha value > 0.6 (Ghozali, 2012).

Data Analysis Techniques

In this study, there are several methods, namely descriptive analysis and multiple linear regression analysis, then the data will be processed with the help of SPSS version 24 program.

1. Descriptive Analysis

The application of descriptive statistics in this study include: average calculations, tables, drawings and so on that are made or calculated with SPSS 24 program. This analysis is conducted to find out and analyze the description of research variables namely service quality and public satisfaction.

2. Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to find out and analyze the influence of public service quality variables, consisting of Tangible, responsiveness, reliability, assurance, and empathy towards the satisfaction of people in Local Government Agencies of Manado City, with the formula of multiple linear regression equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Where :

Y = public satisfaction variable

X₁ = tangible variable

X₂ = responsiveness variable

X₃ = reliability variable

X₄ = assurance variable

X₅ = empathy variable

b₁ - b₅ = regression coefficient of independent variables X₁ - X₅

e = error

After that the test coefficient of determination to determine and analyze how big the ability of independent variables X₁, X₂, X₃, X₄, and X₅ (tangible, responsiveness, reliability, assurance, and empathy) to explain changes in variable Y (public satisfaction).

Hypothesis Testing

Hypothesis test is done by t test and F test. The t test is done to know and analyze the significance of independent variables X₁, X₂, X₃, X₄, and X₅ (Tangible, responsiveness, reliability, assurance, and empathy) partially to dependent variable Y (satisfaction of society), while F test is done to know and analyze significance of influence of independent variable X₁, X₂, X₃, X₄, and X₅ (tangible, responsiveness, reliability, assurance, and empathy) simultaneously to dependent variable Y (public satisfaction). Hypothesis testing is done with the help of statistical application SPSS Version 24.

V RESULTS AND DISCUSSION

Test Validity and Reliability

In testing the validity of research instruments obtained the result that the research instrument used is valid. This is indicated by the correlation coefficient (r) of all question items of all research variables greater than 0.3.

In testing instrument reliability research obtained results that the research instrument used is reliable. This is indicated by the reliability coefficients / Cronbach Alpha (α) of all question items of all research variables greater than 0.6.

Classic assumption test

One of the requirements to be able to use multiple linear regression analysis is the fulfillment of classical assumptions. In this study used three classical assumption test, namely the test of normality, heteroskedastisitas, and multikolonieritas. Autocorrelation test is not done because the research data is not in the form of time series data.

According Ghozali (2012) normality test can be done by graph analysis, that is by looking at the normal graph plot view. If the data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model meets the assumption of normality. From the normal plot chart view in Appendix 4, spots appear around the diagonal line and spread along the direction of the diagonal line. Thus, it can be said that the regression model I meets the assumption of normality.

Detection of whether or not heteroscedasticity is done by looking at whether there is a particular pattern on the scatter plot chart between SRESID and ZPRED, where the predicted Y axis Y and X axis are the studentized residuals (Y predictions - Y). If there are patterns such as dots that form certain patterns that are regular (wavy, widened and then narrowed), then heteroscedasticity occurs. Whereas if there is no clear pattern, as well as dots spread above and below the number 0 on the Y axis, then there is no heteroscedasticity. The result of heteroscedasticity test shows no clear pattern and there is spreading of points, either above or below number 0 on Y₁ axis. It indicates no heteroscedasticity, so the regression model is feasible to be used to predict consumer purchasing decisions.

Detection of presence or absence of multicollinearity is done by looking at the results of Tolerance value calculation or Variance Inflation Factor (VIF) value. The existence of multicollinearity is indicated by Tolerance value less than 0.10 or VIF value greater than 10. From the calculation of Tolerance value shows no independent variable has Tolerance value less than 0.10, which means there is no correlation between independent variables whose value more than 95%. The result of Variance Inflation Factor (VIF) calculation also shows the same thing, ie no independent variable has VIF value greater than 10. So it can be concluded that there is no multikolinieritas between independent variables in the regression model (Ghozali, 2012).

Descriptive Analysis

1. Service Quality

The results of descriptive analysis of service quality as shown in Table 1 below

Table 1. Service Quality

Code	Indicator	Score	Percentage (%)				
			Strongly disagree	Disagree	Quite agree	Agree	Strongly agree
Tangible							
BF1	Room settings	685	1,7	2,8	19,7	60,7	15,2
BF2	Appearance Officer	689	1,1	2,2	23,6	54,5	18,5
BF3	Infrastructure used	673	0	5,6	27	51,1	16,3
Average		682	0,9	3,5	23,4	55,4	16,7
Responsiveness							
DT1	The willingness of the officers in the service	673	0	5,6	26,4	52,2	15,7
DT2	Good communication	695	6	2,8	26,4	46,1	24,2
DT3	Provide solutions for complaints	652	0	8,4	32	44,4	15,2
Average		673	2	5,6	28,3	47,6	18,4
Reliability							
KE1	Certainty of service schedule	640	2,2	7,3	35,4	38,8	16,3
KE2	Clarity of information by officers	654	1,7	5,1	33,1	44,4	15,7
KE3	Speed of service process	637	2,8	6,7	36,5	37,6	16,3
Average		643	2,2	6,4	35	40,3	16,1
Assurance							
JA1	Hospitality Officer	703	6	1,7	23,6	50,6	23,6
JA2	Ability of service personnel	685	6	3,4	27	48,9	20,2
JA3	Responsibility officer	683	1,1	2,8	27	49,4	19,7
Average		690	4,4	2,6	25,9	49,6	21,2
Empathy							
EM1	Attention in service	665	1,1	3,4	33,7	44,4	17,4
EM2	fair treatment in service	660	2,8	2,8	33,1	43,3	18
EM3	Safety and comfort	712	1,7	1,7	18	52,2	26,4
Average		679	1,9	2,6	28,3	46,6	20,6

Based on Table 1 above it can be seen that:

1. Item Tangible that has the highest score is the appearance of officers that is equal to 689, while items that have the lowest score is the infrastructure used is 673. Then most people Manado city that is equal to 55.4% agree that Tangible on Local Government Agencies of Manado city is good, 23.4% quite agree, and 16.7% strongly agree.
2. Item of responsiveness that has the highest score is the communication fluency of 695, while the items that have the lowest score is the solution of complaints that amounted to 652. Then most people Manado city that is equal to 47.6% agree that the responsiveness of Local Government Agencies of Manado city is good, 28.3% quite agree and 18.4% strongly agree.
3. Item reliability that has the highest score is the clarity of information by the officer that is equal to 654, while the item that has the lowest score is the speed of the process that is equal to 637. Then most people Manado city that is equal to 40.3% agree that reliability in Local Government Agencies of Manado city is good, 35% quite agree and 16.1% strongly agree.
4. Item assurance that has the highest score is the friendliness of the officer that is equal to 703, while the item that has the lowest score is the responsibility of the officer that is equal to 683. Then most people Manado

City of 49.6% agreed that the assurance on Local Government Agencies of Manado already good, 25.9% quite agree and 21.2 %% strongly agree.

- Item empathy that has the highest score is the security and comfort that is equal to 712, while the items that have the lowest score is the justice treatment in the service that is equal to 660. Then most people Manado city that is equal to 46.6% agree that empathy on Local Government Agencies of Manado city is good, 28.3% quite agree and 20.6 %% strongly agree.

Thus, these results indicate that the people of Manado City provide good or high perception of the quality of service Local Government Agencies of Manado City.

Public Satisfaction

The results of descriptive analysis of service quality as shown in Table 2 below.

Table 2. Public Satisfaction

Code	Indicator	Score	Percentage (%)				
			Strongly disagree	Disagree	Quite agree	Agree	Strongly agree
KM1	Service Procedures	669	6	3,4	28,1	55,6	12,4
KM2	Terms of service	663	0	5,6	31,5	47,8	15,2
KM3	Clarity of service personnel	684	6	5,1	21,9	54,5	18
KM4	Discipline of service personnel	694	0	5,1	25,8	43,3	25,8
KM5	Responsibilities of service personnel	675	1,7	4,5	27,5	45,5	20,8
KM6	Ability of service personnel	679	1,1	2,8	30,3	44,9	20,8
KM7	Speed of service	656	1,7	7,9	31,5	38,2	20,8
KM8	Justice of service	667	1,1	5,1	29,8	46,1	18
KM9	Courtesy service officers	705	1,1	1,7	22,5	49,4	25,3
KM10	Fairness of service charge	675	2,2	2,2	27,5	50	18
KM11	Certainty of service charge	677	2,2	3,4	28,7	43,3	22,5
KM12	Certainty of service schedule	649	2,8	3,4	34,8	44,4	14,6
KM13	Environmental comfort	710	1,7	3,4	16,9	50,6	27,5
Average		677	2,1	4,1	27,4	47,2	20

Table 2 shows that the items of public satisfaction that has the highest score is the convenience of the environment that is equal to 710, while the items that have the lowest score is the certainty of service schedule that is equal to 649. Then most people in Manado city that is equal to 47.2% agreed that public satisfaction was good in Manado City, 27.4% quite agree, and 20% strongly agree.

Thus, these results indicate that the people of Manado City give good perception or high to the satisfaction of people in Local Government Agencies of Manado City.

Multiple Linear Regression Analysis

The results of multiple linear regression analysis using SPSS 24 program can be seen in Table 3 below.

Table 3. Partial Test Results (t test)

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7.383	2.607		2.832	.005
Tangible	.100	.231	.023	.432	.667
Responsiveness	.522	.265	.128	1.972	.050
Reliability	1.011	.237	.293	4.257	.000
Assurance	1.118	.272	.273	4.116	.000
Empathy	.964	.240	.247	4.021	.000

^aDependent Variable: PUBLIC_SATISFACTION

Based on Table 3, the regression equation is as follows:

$$Y_1 = 7,383 + 0,100X_1 + 0,522X_2 + 1,011X_3 + 1,118X_4 + 0,964X_5$$

The interpretation of the equation is as follows:

1. The constants in this equation are 7,383; which shows that if there is no variable Tangible, responsiveness, reliability, assurance and empathy, then the satisfaction of the people of Manado City is 7,383.
2. Regression coefficients of Tangible, responsiveness, reliability, assurance, and empathy are positive, indicating that if the Tangible, responsiveness, reliability, assurance, and empathy are good, then the Manado City people's satisfaction will tend to increase. Otherwise if the tangible, responsiveness, reliability, assurance, and bad empathy, then the satisfaction of the people of Manado City, will tend to decline.

From the t test we get the t value of each variable and its significance, as can be seen in Table 3. Using the quick look method, the t value of each independent variable reliability, assurance and empathy is greater than 2 or the significance value t (Sig) is smaller than 0.05 while the value of t arithmetical variable of Tangible and responsiveness is smaller than 2 or the significance value t (Sig) is greater than 0.05; shows that the variables of reliability, assurance, and empathy partially have a positive and significant effect on the satisfaction of the people of Manado City, while the variable of Tangible and responsiveness partially has no significant effect on the satisfaction of the people of Manado City. Based on the result of t test, it is also known that the dominant variable influencing the satisfaction of people of Manado City is the variable of reliability, with the largest standardized coefficient Beta is 0.293.

From the F test or ANOVA test, the calculated F value is 70,430 with significance equal to 0.000, as can be seen in Table 4. Using quick look method, F value count greater than 4 or F significance value less than 0.05; shows that the variables of Tangible, responsiveness, reliability, assurance, and empathy simultaneously have a positive and significant effect on the satisfaction of the people of Manado City.

Table 4. Simultaneous Test Results (F test)

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	7132.461	5	1426.492	70.430	.000 ^b
Residual	3483.680	172	20.254		
Total	10616.140	177			

^aDependent Variable: PUBLIC_SATISFACTION

^bPredictors: (Constant), EMPATHY, TANGIBLE, RESPONSIVENESS, ASSURANCE, RELIABILITY

The correlation coefficient (R) and coefficient of determination (R^2 and Adjusted R^2) can be seen in Table 5. below.

Table 5. Correlation Coefficient Test Results and Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.820 ^a	.672	.662	4.500

^aPredictors: (Constant), EMPATHY, TANGIBLE, RESPONSIVENESS, ASSURANCE, RELIABILITY

Based on Table 5, the value of R^2 is 0.672 while the adjusted R^2 is 0.662. The value of the coefficient of determination is used in conjunction with R^2 , because of the fundamental weakness of R^2 use biased against the number of independent variables entered into the model (Ghozali, 2012). The adjusted R^2 of 0.662 means that 66.2% of the dependent variable, the satisfaction of the people of Manado City, can be explained by the variation of the five independent variables: Tangible, responsiveness, reliability, assurance, and empathy. While the rest, $(100\% - 66.2\%) = 33.8\%$ is explained by other variables outside the regression model. The value of correlation coefficient (R) of 0.820 means that the correlation between the variables of Tangible, responsiveness, reliability, assurance, and empathy with the satisfaction of the people of Manado City is strong.

VI CONCLUSIONS

Conclusion

Based on the results of the analysis and discussion, can be drawn conclusions and implications as follows: (1) The service quality and public satisfaction on Local Government Agencies in Manado city are good, (2) Increased reliability, assurance and empathy will result in increased the public satisfaction of Manado City where reliability has the most dominant influence on the public satisfaction of Manado City. (3) Conversely, increased tangible and responsiveness will not result in the increasing of the public satisfaction of Manado City. (4) Improved tangible, responsiveness, reliability, assurance, and empathy together will result in increased the public satisfaction of Manado City.

Suggestion

Based on the conclusions, the following suggestions can be put forward:

1. The results showed that reliability has a positive and significant effect on the satisfaction of the people of Manado City. Reliability is also the most dominant influence on the satisfaction of the people of Manado City. Therefore the leadership of Local Government Agencies of Manado City must maintain and even improve the reliability items which include: certainty of service schedule, clarity of information by officers, and speed of service process.
2. The results showed that the assurance has a positive and significant impact on the satisfaction of the people of Manado City. Therefore the leadership of Local Government Agencies of Manado City must maintain and even increase the assurance items which include: officer friendliness, service personnel ability, and officer responsibility.
3. The results showed that empathy has a positive and significant effect on the satisfaction of the people of Manado City. Therefore the leadership of Local Government Agencies of Manado City must maintain and even improve the empathy items which include: attention in service, justice of treatment in service, and security and comfort.

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