

Analysis of the Influence of Service Quality on Public Satisfaction in The Covid-19 Pandemic Time at Dadi Mulya Village Office, Samarinda Ulu District

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Abstract

In this study it was intended to find out and analyze the effect of service quality on community satisfaction during the Covid-19 pandemic at the Dadi Mulya Village Office, Samarinda Ulu District, Samarinda City. The results of the calculation of the correlation coefficient value (r) = 0.770 means that there is a close relationship between the service quality variable and the community satisfaction variable, and it can be stated that there is a positive and one-way relationship between the community satisfaction and service quality. The coefficient of determination (r^2) = 0.5924 indicates that the effect of service quality (variable X) on community satisfaction (variable Y). So service quality contributes to community satisfaction of 59.24% and the remaining 0.4076 or 40.76% is influenced by other variables not explained in this equation. From the calculation results it is known that the t value is 9.259 while the t table with an alpha of 0.05 and a significant level of 95% is 2.001. This shows that the calculated t value is greater than the t table value, thus the hypothesis proposed previously can be accepted or the correlation is significant.

Keywords: Community Satisfaction; Service Quality; COVID-19

Introduction

At the beginning of 2020 the world was shocked by a disease that causes death with transmission that is so easy, namely through skin contact and respiratory tract (Munawar, Eddy. 2020) . This disease is caused by a virus called corona. This type of virus is a new version of a collection of viruses that can infect the respiratory system and cause death. Historically, the corona virus was first identified as the cause of the common cold (Munawar, 2020).

World Health Organization (WHO) in 2020 translated the corona virus as a virus that will cause the common cold to more severe diseases such as Middle East Respiratory Syndrome (MERS-CoV) and Severe Acute Respiratory Syndrome (SARSCoV). Then there were allegations that the corona virus was initially transmitted from animals to humans and later it was discovered that the corona virus can also be transmitted from human to human. Until now, there is no vaccine to prevent infection with the corona virus or now officially called Covid-19 (Whitworth, 2020). The initial transmission came from the city of Wuhan, which is a province in China and amazingly quickly infected almost all countries in the world, so WHO

declared that the world was entering a global emergency phase due to this ongoing pandemic (Yunus and Rezki, 2020).

Based on data from the Covid-19 page. As of August 20 2020, there have been a total of 22,256,220 people affected by Covid-19 cases which have been confirmed in 215 countries around the world. A total of 782,456 people died. For Indonesia itself, the total updated cases are 144,945 confirmed cases, which places Indonesia as the 25th country globally with the highest positive cases of Covid-19 in the world, shifting China's position (Munawar, 2020).

All regions in Indonesia are affected by the Covid-19 outbreak. The government then took firm action by limiting the mobilization and space for people to move around. The rapid spread also made people panic so that during the early days of the pandemic, many people took actions beyond reasonable limits, namely hoarding daily necessities which caused an uncontrollable increase in the price of goods, causing limited availability of goods such as masks, disinfectants, hand sanitizers and other staple goods that trigger panic (Munawar, 2020).

This of course can limit the space for both the government specifically and society in general related to the service issue, even a bigger role because it concerns the public interest, the interests of the people as a whole. Because the role of public services organized by the government involves all civil servants, it is increasingly felt by increasing public awareness of the impact of Covid-19, services that are felt by the community have not yet provided satisfactory results or the right of the community as a group or individually to obtain the services from government officials felt that they had not met the expectations of all parties (Munawar, 2020).

Therefore, in the field of public services, there is still a need for serious improvement in various sectors which are the supports for good public services. The government is currently encouraging efforts to improve, namely by publishing a data base. So that services to the community can be fulfilled. If these services are fulfilled, the community will be satisfied with the services provided by the government, in this case the Dadi Mulya Village Office, Samarinda Ulu District, Samarinda City.

Based on this, the researcher raised the research, namely: Analysis of the Effect of Service Quality on Community Satisfaction During the Covid-19 Pandemic at the Dadi Mulya Village Office, Samarinda Ulu District, Samarinda City. The problem is that: "Does the quality of service affect people's satisfaction during the Covid-19 pandemic in Dadi Mulya Village Office, Samarinda Ulu District, Samarinda City?"

Methods

This research was conducted at the Dadi Mulya Village Office, Samarinda Ulu District, Samarinda City for two (2) months, starting in October 2021 until November 2021. To obtain the necessary data, the researchers conducted research techniques: (1) *Field Work Research*. Research conducted by immediately plunging and observing the object of research. The research was conducted using the following methods: (a) Observation, namely making observations of objects; (b) Interviews, holding questions and answers directly to those concerned. (2) *Library Research (Library Research)*. The research was conducted by studying the literature and bulletins.

Discussion

Referring to the data from the questionnaire which was then processed and calculated using a simple linear regression model which shows that the regression coefficient value (b) = 0.7462, this means that there is progress in increasing community satisfaction in managing its activities. This can be influenced by the quality of service provided by employee. Where a change in service quality by one unit can increase community satisfaction by 0.7462 while the constant value (a) = 0.828 cannot affect changes in community satisfaction or the quality of service provided by employees of the Dady Mulyo Village office, Samarinda Ulu District. Thus describing the value of the simple linear regression equation is $Y = 0.828 + 0.7462X$.

Furthermore, the results of calculating the value of the correlation coefficient (r) = 0.770 means that there is a close relationship between the service quality variable and the community satisfaction variable, and it can be stated that there is a significant and positive relationship to the correlation coefficient. So there is a unidirectional relationship between community satisfaction and service quality. While the value of the coefficient of determination or determining coefficient (KP) = 0.5924 indicates the effect of service quality (variable X) on community satisfaction (variable Y), so that it can be stated that the magnitude of the coefficient of determination or determining coefficient (KP) = 0.5924 or 59.24% is influenced by service quality (variable X) in other words that service quality (variable X) contributes to community satisfaction (variable Y) of 59.24% and the remaining 0.4076 or 40.76% is influenced or contributed by other variables that cannot be explained in this equation.

So if the percentage of the influence of the indication of the independent variable on the value of the dependent variable can be seen from the magnitude of the coefficient of determination or determining coefficient (KP), if the magnitude of the value of the coefficient of determination or determining coefficient can be seen from zero (0) to one (1). If the value of the coefficient of determination or determinant is closer to zero, the smaller or weaker the effect of the value of the independent variable on the value of the dependent variable is. Conversely, the closer to one magnitude the value of the coefficient of determination or determining coefficient, the greater or stronger the effect of the value of the independent variable on the value of the dependent variable.

Thus the results of the calculation of the coefficient of determination or the determining coefficient in this study shows that the value of r is close to 1 (one), which is equal to 0.5924, which means that the influence of service quality on community satisfaction is quite strong.

From the calculation results it is known that the t value is 9.259, this shows a benchmark for testing the hypothesis that has been proposed before by comparing the t table or t list values. If t count is greater than t table (t list) then the hypothesis is accepted and vice versa if the t count is smaller than t table (t list) then the hypothesis is rejected.

So in determining the comparison of the calculated t value with the t table value, it must also take into account the real level or significant level of 95% or alpha (α 5%), then the value of t table or t list is = 2.001.

The calculation results show that the calculated t value is greater than the t table or t list value. Thus the hypothesis previously proposed can be accepted.

Conclusions and Recommendations

Referring to the discussion that has been put forward, it can be concluded that: (1) The value of the product moment correlation coefficient (r) of 0.770 means that there is a strong relationship between the service quality variable and the community satisfaction variable at the Dadi Mulya Village office, Samarinda Ulu District, and because r close to 1. While the value of the coefficient of determination or determining coefficient (KP) of the two variables is 0.5924, which means that community satisfaction is influenced by service quality (variable X) of 59.24% while the other 40.76% can be determined by factors other outside of this research as well as work discipline, and motivation. (2) The calculated t value is 9.259 while the t table is 2.001. Then test the hypothesis that can state t count $>$ t table, this at the same time proves that the hypothesis proposed is accepted and proven true, namely service quality has a positive and significant effect on community satisfaction in managing needs at the Dadi Mulya Village office, Samarinda Ulu District.

Furthermore, the author can provide suggestions and input for the company: (1) The author suggests that the Dadi Mulya Sub-District office apparatus, Samarinda Ulu District, need to always improve their services to be able to serve the people who take care of their needs in the kelurahan. (2) Variables that have had a significant effect need to be increased again so that they can support the variables studied, so that the effect is stronger or more perfect. (3) The following researchers are advised to add more independent variables so that they can have a very strong influence on community satisfaction, as special evidence so that these services increase so that satisfaction also increases.

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