

**The effect of e-Servqual and public service on community satisfaction: An empirical study in government organization****Denok Kurniasih<sup>a\*</sup>, Rodon Pedrasan<sup>b</sup>, I Gusti Kade Budhi Harryarsana<sup>c</sup>, Supardi Hamid<sup>c</sup> and Anggara Setya Saputra<sup>d</sup>**<sup>a</sup>*Department of Public Administration, Faculty of Social and Political Sciences, Universitas Jenderal Soedirman, Purwokerto, Indonesia*<sup>b</sup>*Department of Defense Diplomacy, Faculty of Defense Strategy, Universitas Pertahanan Republik Indonesia, Bogor, Indonesia*<sup>c</sup>*Department of Police Science, Sekolah Tinggi Ilmu Kepolisian, Jakarta, Indonesia*<sup>d</sup>*Department of Public Administration, Faculty of Social and Political Sciences, Universitas Wijayakusuma, Purwokerto, Indonesia***CHRONICLE****ABSTRACT***Article history:*

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The purpose of this study is to analyze the relationship between public service and community satisfaction as well as the relationship between e-service quality and community satisfaction in government organizations. The study uses quantitative descriptive research. In addition, the study also collects data to test hypotheses or to answer questions related to the variables to be studied. The study uses a data collection technique questionnaire method which is given to respondents whose contents are in the form of written statements related to the research object, namely public services, e-service quality and community satisfaction. The population studied in this study is the community. The number of samples in this study is 470 people. The study uses a purposive sampling technique. Purposive sampling is a sampling technique with considerations that meet the criteria. The criteria are people who have downloaded and used internet-based service applications provided by the Government. Variable measurement is based on a Likert scale. Each respondent's answer choices are given a score of values arranged in stages based on a Likert Scale arranged as follows: Strongly agree (5), agree (4), Neutral (3), disagree (2) and strongly disagree (1). The data analysis technique in this study uses the Structural Equation Modeling (SEM) analysis tool from the IBM SPSS AMOS 26 statistical software package in the model and hypothesis testing. The stages of structural equation modeling and analysis are divided into seven steps, namely: (1) theoretical model development, (2) compiling a path diagram, (3) converting a path diagram into a structural equation, (4) choosing an input matrix for data analysis, (5) assessing the identification of the model, (6) evaluating the estimation of the model, (7) interpretation of the model. Based on the results of the analysis, the results show that there is a significant positive effect of public service on community satisfaction in government organizations, and there is a significant positive effect of e-service quality on people's satisfaction in government organizations. Government leaders should pay attention to the factors that are considered to influence community satisfaction. Such as paying attention to service procedures for the community, improving procedures for service, including during the process of complaints, criticism and suggestions from the community, then paying attention to the time the service process is carried out, since efficiency in solving community problems also contributes to the comfort or satisfaction felt by the community.

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**1. Introduction**

The development of information technology in the current era of globalization is growing rapidly (Simanjuntak et al., 2023). Currently all information can be accessed easily and quickly via the Internet. This can be seen from the growth of Internet users in Indonesia, which continues to increase every year (Zahara et al., 2021). The Internet is a very important medium, which is considered as a source for all the useful information. The internet can increase people's income, namely as a means

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of proper promotion for business, as a reference and benchmark someone to make an appropriate decision. With the existence of the Internet, humans are more helpful, especially for those who have high mobility. The development of information technology causes a cultural shift (Shared et al., 2019). This is felt by society, companies, and organizations. This fact is a challenge for the company, namely creating customer desires to use products and services and establishing close relationships between companies and customers. Service quality is one of the determining factors for success that influences company competition. The new adoption of quality of service especially in the world of e-commerce is web-based service quality. Online service quality is the level at which a website can facilitate efficiently and effectively the buying, selling and delivery of both products and services (Bintoro et al., 2023).

In the era of digitalization, technological developments are increasingly sophisticated. Various innovations have sprung up in every government agency as a supporting tool for governance so that the expected goals are achieved properly. The quality of public services provided to the community is one of the manifestations of good governance. In the era of digitalization, every government institution is expected to be able to solve community problems quickly and based on technology in facing the industrial revolution 4.0 era. According to Fahmi et al. (2022), the 4.0 revolution has 3 parts: physically, biologically, and digitally. In principle, the industrial revolution 4.0 is a combination of machines, workflows and systems, by implementing intelligent networks along the production chain and process to control each other independently (Yusuf et al., 2021). So, it can be said that at this time, various facilities have been integrated with technology and the internet. In addition, almost all activities carried out by the community have integrated with the internet, quoted from *tekno.kompas.com* that Indonesia's population of 270 million people, around 64.8% or as many as 171.17 million people are connected to the internet. So that the government, which should be a public service, is expected to be able to adapt in dealing with changes in people's behavior. By keeping up with the times, to serve the public, the government does not only provide conventional system services, but also provides technology-based or electronic services. Therefore, it is hoped that the services used by the government can combine employee work with technology-based or electronic service systems such as providing an application system that can provide information to the public easily, quickly and precisely (Ahmed et al., 2023).

Public service is the provision of services to the public who have an interest in agencies that are in accordance with established rules and procedures. As is well known that government is essentially a service to the community. According to Kang et al. (2021), the public bureaucracy is required or obliged and responsible for providing good service professionally. According to Juwaini et al. (2022), public services are required to implement basic elements including: (1). The rights and obligations of both the recipient and the public service providers are required to be clear and known with certainty by each party. (2). The form of services provided is adjusted to the condition of the needs and capabilities of the community based on statutory provisions. (3). Strive for the quality, process and results of services to be able to provide security, comfort, legal certainty that can be accounted for; and (4). If services from the government are expensive, then government agencies are obliged to provide opportunities for the community to participate in carrying out professional public services in accordance with public demands (Patwardhan et al., 2021). According to Jasin et al. (2023) professional public service can be interpreted as a public service that has the character of accountability and responsibility from the government, with the following characteristics: (a). Effective, prioritizing the achievement of goals and objectives; (b). Simple, how the service is organized easily, quickly, precisely, not complicated, easily understood by the public; (c) Clear and transparent, meaning that there is clarity and certainty regarding; service procedures, service requirements, authorized work units, fees for how to pay, service completion time. (d). Transparency, i.e., the procedures for the requirements of the official responsible for providing services openly and understood by the public; (e). Efficiency, namely service requirements are only limited to matters directly related to the achievement of service targets and prevented from repeating the fulfillment of requirements. (f). Accuracy, namely services completed within the specified time. (g). Responsive, responsive, and fast served, and (h). Adaptive, completing what is the demands, desires and aspirations of the community. Public service is an activity in the framework of fulfilling the needs of every citizen in accordance with legislation on goods, services and/or administrative services. In addition, service standards at least include: (1). Ease of service procedures and requirements. (2). Service completion time with provisions. (3). Service fees are determined in the process of providing services. (4). Service products are received according to the stipulated conditions. (5). Service facilities and infrastructure adequate. (6). Competence of service officers such as knowledge, expertise, skills, attitudes must be appropriate (Sahulata et al., 2022; Ramadhanty et al., 2022).

According to Fauziyah et al. (2019), customer satisfaction is the accumulated result of consumers or customers in using products or services. Customers will be satisfied when they get value or benefit from a product or service. Bahtar et al. (2022) argue that customer satisfaction will increase consumer loyalty in a company and consumers will not easily submit bids from competition. Consumer satisfaction will increase consumer loyalty, reduce price elasticity, protect market share from competitors, reduce attractive costs for new customers, and improve customer reputation in the market. Thus, it can be concluded that customer satisfaction is a consumer's feelings towards products or services used. Furthermore, according to Fathima et al. (2022), customer satisfaction can be measured when customers make online purchases on websites, make the right choice by making purchases on the website, and feel satisfied every time we make a purchase on the website. Currently the level of quality of government public services is getting lower. In addition, in Indonesia there are still many problems and obstacles that occur in services. Therefore, the public service system in government must be improved again. Local governments are required to strive to be able to perform maximum, quality public services on an ongoing basis. The government is currently continuing to make related improvements in public services both conventionally and electronically (E-Service Quality). E-

ServQual is an organizational or government capability in fulfilling what is needed by the community by using internet facilities (Ningsih et al., 2019; Tan, 2021).

### Hypothesis development

Puspasari et al. (2022) and Kang et al. (2021) state that the existence of E-ServQual has become a contemporary strategic issue driven by the notion, it is a competitive advantage and one of the success factors for organizations or the company's long-term governance. According to Fauziyah et al. (2019); Gunawan and Susanti (2021), EServQual considers the extent to which a network site or website facilitates an organization's activities or services for the public effectively and efficiently. In addition, Agarwal et al. (2022) and Novitasari (2022a, 2022b) state that an interactive service delivered via the internet that uses multimedia, information and telecommunications technology is sophisticated. E-ServQual is an overall public evaluation and assessment of the quality of electronic service delivery within the scope of the virtual market (Veloso et al., 2020).

**H<sub>1</sub>:** *There is a significant positive effect of e-service quality (ESQ) on community satisfaction in government organizations.*

According to Agarwal et al. (2022), Bahtar et al. (2022), Syahril et al. (2022), there are 5 components that must be considered in e-Servqual: (1) Security, the security of personal data and transactions that are felt in using organizational service applications, (2) Communication, smooth communication between organizations and the public through the applications provided, (3) Reliability, the truth and accuracy of information provided by the organization through application. (4) Responsiveness, speed in service and responses through electronic media or applications provided by the organization, and (5) Delivery, procedures for convey information from the organization to the public such as friendliness and courtesy. If it is related to service, it can be explained by the notion of quality.

Services are often disclosed by business people in service quality books. Excellent service, among other things, makes people feel important, serving the community in a friendly, precise, and fast manner, service by prioritizing community satisfaction, optimal service that results in satisfaction community, placing the community as a partner, caring for the community to provide a sense of satisfaction and integrated service efforts for community satisfaction (Fathima et al., 2022; Fauziyah et al., 2019; Haudi et al., 2022).

**H<sub>2</sub>:** *There is a significant positive effect of public service (PS) on community satisfaction in government organizations.*

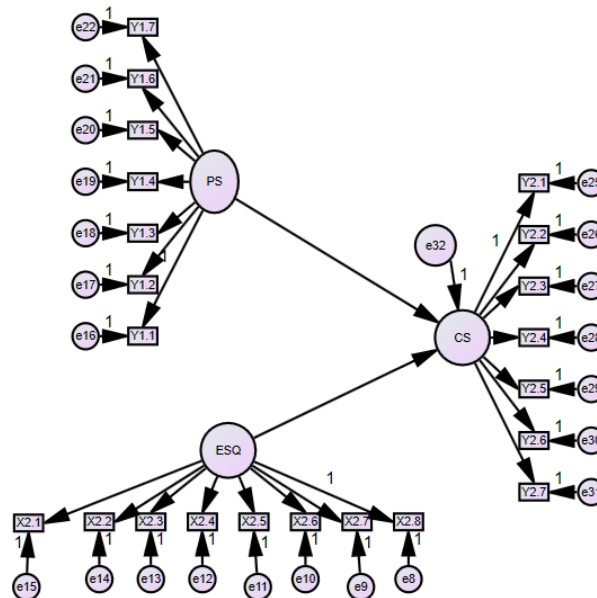


Fig. 1. Research Model

Fig. 1 shows the proposed method of this survey.

## 2. Method

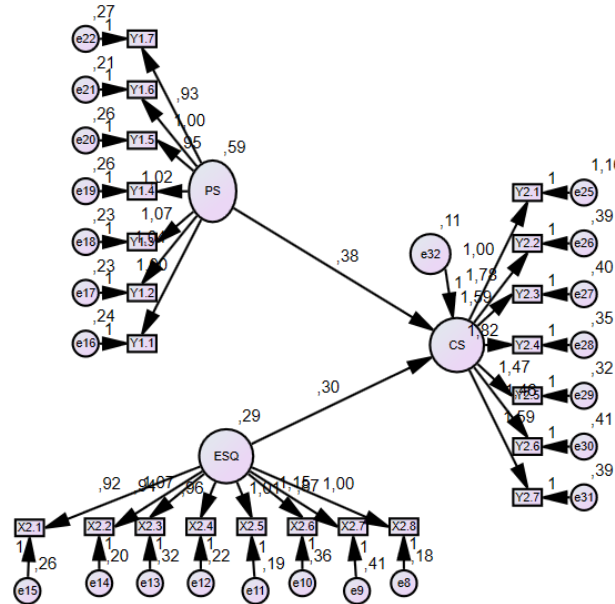
The study uses quantitative descriptive research. In addition, the study also collects data to test hypotheses or to answer questions related to the variables to be studied. The study uses a data collection technique questionnaire method which is given to respondents whose contents are in the form of written statements related to the research object, namely public services, e-service quality and community satisfaction. The population studied in this study is the community. The number of samples in this study were 470 people. This study used a purposive sampling technique. Purposive sampling is a sampling

technique with considerations that meet the criteria. The criteria are people who have downloaded and used internet-based service applications provided by the Government. Variable measurement using a Likert scale. Every choice Respondents' answers were given a score of values arranged in stages based on a Likert Scale arranged as follows: Strongly agree (5), agree (4), neutral (3), disagree (2) and strongly disagree (1). The data analysis technique in this study will use the Structural Equation Modeling (SEM) analysis tool from the IBM SPSS AMOS 26 statistical software package in the model and hypothesis testing. stages of modeling and analysis of structural equations into seven steps namely: (1) theoretical model development, (2) preparing path diagrams (path diagrams), (3) converting path diagrams into structural equations, (4) choosing input matrix for data analysis, (5) assessing model identification, (6) evaluating model estimates, (7) interpretation of the model.

The data analysis method in this study used SEM techniques with the help of the SPSS AMOS version 26 application. The stages in using SEM were creating models, determining variables, creating path diagrams, selecting input data and model estimation, identifying models, evaluating model estimates and testing model feasibility. The primary data obtained from data collection was then processed using the Excel program first, after which the data was analyzed using SPSS AMOS version 26 tools. This research scale technique uses a Likert scale. The data collection technique in this study was by distributing online questionnaires. Questionnaires were distributed using a Likert scale with the application of an answer scale according to what is measured in each item of the question.

**3. Results and discussions**

This study uses an analysis tool in the form of AMOS version 26 which combines several techniques by including factor analysis path analysis. The indicator is said to be valid if the loading factor is  $\geq 0.70$ . In previous studies, the loading factor  $\geq 0.50 - 0.60$  can still be tolerated. Acceptable level of reliability measurement data is  $\geq 0.70$  for CR and 0.05 for VE (Purwanto et al., 2023). Analysis of the results of data processing at the full model SEM stage is carried out by conducting suitability tests and statistical tests. The results of data processing for the full SEM model analysis are shown in Fig 2.



**Fig. 2.** Structural Equation Model Testing Results

The results of running data show the positive influence of each indicator on each endogenous variable. It is an obvious concern to support this research. In Fig. 2, it is known that all the indicators used in the study have met the validity requirements where the value of the standardized loading estimate is above 0.50. So that all the indicators used in this study are valid and can be used as a variable measuring instrument. Confirmatory analysis or confirmatory factor analysis is an analytical technique used to test the validity of a theoretical construct related to the number of loading factors of a latent construct, as well as to test whether the indicators used are valid indicators or not.

This model is acceptable stating that the model is mutually acceptable, this can be agreed from the residuals and because prediction errors are allowed to enter the variable, the model is acceptable. With the existing model, the parameter test as hypothesized can be interpreted. Parameter test results obtained as follows,

**Table 1**  
Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
CS	←	PS	.378	.107	3.520	***	
CS	←	ESQ	.295	.106	2.778	.005	
X2.8	←	ESQ	1.000				
X2.7	←	ESQ	.874	.149	5.856	***	
X2.6	←	ESQ	1.148	.157	7.322	***	
X2.5	←	ESQ	1.014	.126	8.062	***	
X2.4	←	ESQ	.964	.126	7.630	***	
X2.3	←	ESQ	1.068	.147	7.246	***	
X2.2	←	ESQ	.939	.122	7.672	***	
X2.1	←	ESQ	.918	.130	7.034	***	
Y1.1	←	PS	1.000				
Y1.2	←	PS	1.045	.096	10.900	***	
Y1.3	←	PS	1.067	.097	10.947	***	
Y1.4	←	PS	1.020	.098	10.411	***	
Y1.5	←	PS	.949	.094	10.093	***	
Y1.6	←	PS	.998	.092	10.887	***	
Y1.7	←	PS	.932	.094	9.863	***	
Y2.1	←	CS	1.000				
Y2.2	←	CS	1.785	.460	3.883	***	
Y2.3	←	CS	1.585	.414	3.829	***	
Y2.4	←	CS	1.821	.466	3.907	***	
Y2.5	←	CS	1.475	.384	3.846	***	
Y2.6	←	CS	1.460	.386	3.785	***	
Y2.7	←	CS	1.593	.415	3.835	***	

Based on Table 2, the goodness of fit test results for the GFI, RMSEA, TLI, CFI, and CMIN/DF values were declared goodness of fit. The NFI value is stated as marginal of fit. It can be concluded that this research model passed the goodness of fit test or was successful and feasible to be continued for further testing. So that overall, the Structural Equation Model (SEM) used is acceptable and can be carried out at the hypothesis testing stage. The results of the confirmatory factor analysis or CFA test on the indicators of the variable show that all indicators are significant and all factor loadings are > 0.5. This shows that Convergent validity for all indicators of compensation variables is fulfilled.

**Table 2**  
Details of different measures for evaluating the goodness of the fit

Goodness of fit index	Cut off Value	Model Result	Information result
2- Chi square	Expected to be small	698.218	deficient
Significance Probability	≥ 0.05	.376	ok
CMINDF	≤ 2.00	2.015	ok
GFI	≥ 0.90<1	.954	ok
AGFI	≥ 0.90<1	.935	ok
PGFI	≥ 0.05<1	.614	deficient
NFI	≥ 0.95<1	.9198	ok
RFI	≥ 0.95<1	.914	ok
IFI	approaching 1	.918	ok
TLI	≥ 0.95<1	.934	ok
CFI	≥ 0.95<1	.927	ok
PNFI	≥ 0.05<1	.054	ok
PCFI	≥ 0.05<1	.032	ok
NCP	- Chi square	363.127	ok
RMSEA	between 0.03-0.08	.096	ok
AIC. BCC. BIC. CAIC.ECVI.MECVI	≤ model independent =28.578	4.623	ok
Hoelter Critical N (1% and 5%)	≥ 200	209	ok

These results indicate that the model used is acceptable, where a chi-square value of 698.218 is obtained with a significance level of 0.376. Significant value of the greater than 0.05 indicates a good structural equation model. The TLI, CFI, CMIN/DF, and RMSEA measurement indices are also within the range of expected values, although the GFI and AGFI values are marginally accepted. This is due to variations in the data. Thus, the feasibility test of the SEM model meets the acceptance requirements

#### *The role of public service on community satisfaction*

Based on the results of AMOS calculations, it shows that public service has a significant positive effect on community satisfaction. This can be seen from the coefficients the path with a positive sign of 0.378 with a CR value of 3,520 and a significance

probability (p) of 0.000 is obtained which is smaller than the specified significance level of 0.05. There is a significant positive effect of public service on community satisfaction in government organizations.

#### *The role of e-service quality on community satisfaction*

Based on the results of AMOS calculations, it shows that e-service quality has a significant positive effect on community satisfaction. This can be seen from the coefficients the path with a positive sign of 0.295 with a CR value of 2.778 and a significance probability (p) of 0.0005 is obtained which is smaller than the specified significance level of 0.05. There is a significant positive effect of e-service quality on community satisfaction in government organizations.

In this study to increase community satisfaction, factors that are highly considered in public services include; (1) convenience in service procedures and requirements, (2) service completion time with provisions, (3) service fees are determined in the service delivery process, (4) service products are received according to stipulated conditions, (5) service facilities and infrastructure are adequate, (6) the competence of service officers such as knowledge, expertise, skills, attitudes must be appropriate. In this study there is a positive influence of public service on community satisfaction. So, the results of this study are in line with research conducted by Fauziyah et al. (2019) and Rohana et al. (2019) that the provision of public services must be prioritized so that it could help performance in the service aspect to improve service to the community. In addition, according to Agarwal et al. (2022) and Kang et al. (2021), service quality has a positive effect on customer satisfaction. E-Service Quality is an electronic service quality (E-ServQual) which is considered the extent to which the website or website facilitates an organization's activities or services for the public effectively and efficiently. Factors to consider in increasing community satisfaction include: 1) Security. Security of personal data and transactions that are felt in using organizational service applications. 2) Communications. Smooth communication between the organization and the public through the application provided. 3) Reliability. Truth and accuracy information provided by the organization through the application. 4) Responsiveness. Speed in service and response through electronic media or applications provided by organization. 5) Delivery. Procedures for conveying information from organizations to the public such as friendliness and courtesy. Nuryanti et al. (2021) and Kang et al. (2021) state that service quality has a positive effect on community satisfaction. Then it is also in line with the results of research conducted by Fathima et al. (2022) and Astarini et al. (2023), there is a significant influence of service quality on community satisfaction. In addition, this research is also in line with research conducted by Rezha et al. (2013) that public service quality on community satisfaction. Meanwhile, the results of the influence of public service and e-service quality together on community satisfaction in government (Velooso et al., 2020). This means that if public services and e-service quality are improved together, the indicators of community satisfaction will be met. The indicators in question include; 1. Service procedures, procedures in service that are determined both for service providers and recipients, including during the process of complaints, criticisms and suggestions. 2. Time of service, the period of time required to complete services proposed by the community by the government 3. Service fees, related to service costs while in managing and/or obtaining services from the government 4. Service products, the community or the public receive service results that are in accordance with what has been determined by the government. 5. Executor competence, the abilities required by employees include: knowledge, expertise, skills, and experience 6. Facilities and infrastructure, facilities are anything that is used as a tool and support in serving the community (Ginting et al., 2023).

#### **4. Conclusion**

Based on the results of the analysis, the results have shown that there is a significant positive effect of public service on community satisfaction in government organizations, and there is a significant positive effect of e-service quality on community satisfaction in government organizations. Government leaders should pay attention to the factors that are considered to influence community satisfaction. Like paying close attention to service procedures for the community, improving procedures for service, including during the process of complaints, criticism and suggestions from the community, then pay attention to the time the service process is carried out, because efficiency in resolving community problems also contributes to the comfort or satisfaction felt by the community. In addition, the service fee needs to be considered, this is related to the cost of managing the service. Then regarding the service products produced by the government will have an impact on the satisfaction felt by the community. The competence of officers also needs to be improved, even the expertise, skills and experience possessed by officers will have a positive impact on the services provided to the community. And the last relates to facilities and infrastructure, everything that is used as a tool and support in providing services to the community.

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