The Effect of Service Quality on Community Satisfaction of Public Service Mall Users in Sidoarjo Regency

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Received: 13 September 2021; Reviewed: 13 September 2021; Accepted: 15 October 2019

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Abstract
This article aims to empirically test the influence of service quality on the satisfaction of the community users of Sidoarjo Regency Public Service Mall. The problem is focused on the quality of service contained in the Sidoarjo Regency Public Service Mall. To approach this problem, theories from Zeithaml, Berry, and Parasuraman are used about 5 (five) indicators of service quality, including tangible, reliability, responsiveness, assurance, and empathy that are analyzed quantitatively. The data analysis techniques applied in this study use instrument validity and reliability tests, variable descriptive statistical analysis tests, inferential statistical analysis tests, simple linear regression analysis tests, determination coefficient (R2) tests, t statistical tests. This study shows that the effect of service quality on the satisfaction of the community of users of the Sidoarjo Regency Public Service Mall gives a significance value of 0.000 and the value is smaller than 0.05. The data showed that the quality of service had a positive effect on community satisfaction, which made Ha accepted and H0 rejected. The results also showed an R Square value of 0.171 or 17.10%. This explains that the contribution of service quality related to the community satisfaction variable is worth 17.10% while the rest of the calculation is worth 82.90% due to the influence of other factors that are not included in this study.

Keywords: Quality of Service; Community Satisfaction; Public Service Mall.

INTRODUCTION

Service is a process consisting of a series of actions, interactions, and activities important to convey services to customers where in this delivery there is a goal of meeting customer needs (Mindiarti, 2016). Good service can ultimately provide satisfaction to the community. Optimal service will eventually also be able to improve the image of the organization so that the image of the organization in the eyes of the community will continue to increase. The existence of a good image will cause whatever is run by an organization will be considered good as well (Alfionita & Gunawan, 2020). When determining the quality of services, one of the vital factors in the government is its service. Quality has a lot of influence on people’s satisfaction.

Public service is an activity or arrangement of activities in the context of meeting service needs by the laws and regulations for each citizen and population of goods, services, and/or administrative services provided by public service providers (Law of the Republic of Indonesia Number 25 of 2009 concerning Public Services). Education, teaching, business and employment, shelter, information and communication, environment, health, social security, energy, banking, transportation, SDA (Natural Resources), tourism, and sectors based on other strategies, are the scope of public services included in public goods and services and administrative services prepared in the laws and regulations (Decree of the Minister of Utilization of State Apparatus No. 63 of 2003 concerning General Guidelines for the Implementation of Public Services).

Public services presented to the community must always be good and quality to community expectations because the good public services provided by the government to the community are not infrequently used as a benchmark for the success of a government agency. Rohaeni & Marwa (2018), stated that the quality of service is the level of excellence of products and services that are expected at that level of excellence to meet consumer desires and can be accepted if the expected. More clearly Parasuraman (Waru, 2020) explained that the quality of service is a comparison between the perceived service (perception) of consumers with the quality of service expected by consumers. If the perceived quality of service is the same or exceeds the desired service quality, it will cause the service to be said to be quality and have quality.

Kotler (Watumlawar, 2019) tries to interpret satisfaction as a feeling of pleasure or disappointment that arises from comparing the perceived performance of the product (or results) with what is expected. Kotler also added that satisfaction is the whole of the psychic condition that arises from emotions and is formed through the experience of consuming a product or service. According to Lupiyoadi (Anisa, 2018), there are 4 (four) factors that affect customer satisfaction with service, including product quality, quality of service, price, and cost.

People are customers of public services, they have needs that must be met by the government and their expectations depend on the performance of professional public service providers. The demands of the community to obtain better services must be addressed to create satisfaction in the activities of providing services for the community. Community satisfaction is an important factor that needs to be supervised by public service providers because public satisfaction can determine the success rate of the government in organizing public services (Yulianto & Yahya, 2018).

Until now the issue of public services in Indonesia remains like a lump of ice that cannot melt. In 2019, (Ombudsman RI, 2020) recorded 7,737 reports of people coming in from various public service sectors in Indonesia are not good. The best public services for the community have not been able
to be provided by the government, so the public gives a bad opinion of the government bureaucracy.

As a public servant, the government will have a broad role in the level of public satisfaction and trust, but vice versa if as an organizer and implementer of public servants who are not good at serving the community, the level of public satisfaction and trust is also reduced (Kurniadi, 2018).

Two things are the cause in the matter of public service. First, there is the theoretical level of strengthening, namely non-ecological substitutes replaced by ecologists, where public administration cannot be separated from political, economic, social, and cultural problems. Second, at the empirical level of strengthening public demands for public services, political accountability, and public service finances, to get the best service from the government, the community is entitled to get it because the community has provided its funds in the form of tax payments, levies, and various other levies (Falah, Subadi, & Noor, 2020).

Problems with public services occur in various regions in Indonesia. The problem of poor public services is also felt by the people in Sidoarjo Regency.

Sidoarjo Regency is one of the Regional Governments in Indonesia that implements the Regional Autonomy policy. According to the Head of The Government Department of Sidoarjo Regency, Imam Mukri Effendi quoted in (Harianbhirawa.co.id, 2020), from the government side of Sidoarjo Regency today, many OPDs are creative in creating public service innovations in the community. One of the public service innovations that have just been implemented by the Sidoarjo regency is the public service mall.

According to Imanudin (2017), public service malls are places where activities or activities provide public services for goods, services, or administrative services which are an expansion of integrated service functions including centers or from the region, as well as services of State-Owned Enterprises / Regional and Private Owned Enterprises to provide services easily, quickly, affordably, safely and comfortably. But in its implementation, there are problems of poor service so it is not to the expectations of the community and the initial purpose of the Sidoarjo Regency Public Service Mall.

This is evidenced by complaints from the public entering the National Public Service Complaint System (2020), accessed on January 10, 2021, which shows:

"Ardianita Sita: To take care of the sim extension here takes a long time, I need a full day to wait until the process is complete. Then the lack of serving officers increases the number of queues getting longer. Then if you bring a healthy certificate from outside it does not apply here. My advice is to improve the quality of this sim corner service again to make it easier for people who will renew their driver's license.

"Rafendra Aditya: The service he was given was very disappointing. 1. The information provided by the front desk is very confusing. 2. For management in DISPENDUKCAPIL for Balben, Krian, Tarik, Prambon, Wonoayu, and Sidoarjo districts cannot be done here, but in Dispendukcapil near the square. 3. For BPJS and DISPENDUKCAPIL queues are only limited to 70 queues 4. The Sidoarjo MPP queue application is not working. 5. MPP staff have poor discipline in serving. 5. Queue officers are not friendly and do not respond to public complaints. In general, the service here is bad except for the service units provided by the company.

The quality of service in the public service mall of Sidoarjo Regency is still considered less than optimal by the community because there are still many complaints from the community that indicate that the community has not felt fulfilled with the services offered. The purpose of establishing a public service mall in Sidoarjo regency has not been achieved in presenting services that are
easy, fast, and comfortable to the community. Herdiansyah, (2011), explained a service that provides satisfaction or has good quality when the service can provide needs and what the community expects, and when the community is not satisfied with a service provided by the service provider then the service can be ascertained to be not qualified or inefficient. Therefore, it is very important to focus on customer satisfaction in terms of quality of service.

In general, there are quite a lot of characteristics of a service where the characteristics of the service can influence the level of community satisfaction. Characteristics designed by Zeithaml, Berry, and Parasuraman (Hiplunudin, 2017) set out five characteristics used by customers when assessing the quality of service for goods and services to realize the quality of service, namely: tangible, reliability, responsiveness, assurance, and empathy. So the quality of service has a very close relationship with community satisfaction. Quality produces an encouragement to the community to establish good relations with the government. The government can increase community satisfaction where the government maximizes the experience of the community that is encouraging and minimizing the experience of the community that is not pleasant (Wuryanti, Andriani, & Arief, 2018).

Some of the results of previous relevant research showed that the quality of service has a significant influence on community satisfaction with a critical ratio of 23.88. Furthermore, the result of the influence of quality of service on community satisfaction is worth 58.9%, the remaining 41.1% is due to other factors (Falah et al., 2020).

Then the research was carried out by Wuryanti et al. (2018), the results of the study showed reliability, physical evidence, assurance, empathy, and a significant positive effect on the satisfaction of the community of IMB permit service users in the Pu Cipta Karya Office and Surabaya City Spatial Planning.

Furthermore, the results showed that there is a close relationship between the quality of service and community satisfaction as seen from the results of the coefficient obtained of 72.7%. Partially indicated that the significant value on the influence of the quality of service on community satisfaction was 0.042 < 0.05 and thing 2.648 > t table 1.665, so Ho was rejected, and Ha accepted. This means that there is an influence between the quality of service and community satisfaction.

Several studies have been conducted, encouraging the author to carry out research with the title "The Effect of Quality of Service on The Satisfaction of The Community of Users of Sidoarjo Regency Public Service Mall".

This research has the goal of conducting empirical testing of the influence of service quality on the satisfaction of the community of Sidoarjo Regency public service mall users. The research hypothesis is that the quality of service has a significant positive effect on the satisfaction of the community of users of the Sidoarjo Regency public service mall.

RESEARCH METHODS

This type of research is quantitative positivism research using causal relationships between independent variables and dependent variables. Based on (Sugiyono, 2017) causal relationships are relationships that have causal properties. So here obtained independent variables (variables that affect) and independent variables (variables affected). This research seeks to explain the influence of service quality as an independent variable on the satisfaction of the community of Sidoarjo regency public service mall users as a dependent variable.

Sampling using the Slovin technique (Sugiyono, 2017) The population in this study was 9,000 users of the Sidoarjo
Regency public service mall. so that the percentage of allowance used is 10% and the calculation results can be rounded to achieve conformity.

**Rumus Slovin**

\[
N = \frac{n}{1 + \left(\frac{e}{0.1}\right)^2} = \frac{9.000}{1 + (0.1)^2} = \frac{9.000}{1.01} = 90.000
\]

From the formulation of Slovin, the number of research samples will be set at 98.90 or rounded up to 100 people. When determining a sample, accidental sampling is the chosen technique.

The data retrieval technique chosen in the research is by way of survey methods. The survey method is a quantitative research method used to obtain data that occurred in the past or present, regarding beliefs, opinions, characteristics, behavior, variable relationships and to test several hypotheses about variables from samples taken from a particular population, the data collection technique used is a questionnaire (Sugiyono, 2018). The data applied in this study is the primary data source. How to get primary data is to distribute questionnaires directly to the community of service users in the public service mall of Sidoarjo Regency.

The questionnaire questionnaires that have been collected are analyzed and produced data. The data analysis techniques used in this study are instrument validity and reliability tests, and statistical analysis tests.

Descriptive variables, inferential statistical analysis test, simple linear regression analysis test, determination coefficient test (R2), statistical test t.

**RESULTS AND DISCUSSIONS**

The initial data analyzed were characteristics of respondents based on gender, education, and age. The results showed:

1. **Gender**

The characteristics of respondents by gender are shown in Table 1. The data shows that the majority of respondents are female with a percentage of 63%.

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Man</td>
<td>37</td>
<td>37%</td>
<td>37%</td>
</tr>
<tr>
<td>2.</td>
<td>Woman</td>
<td>63</td>
<td>63%</td>
<td>100%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Results of processed respondents’ answers, 2021.

2. **Education**

The characteristics of respondents based on education are shown in Table 2. The data shows that Sidoarjo Regency’s public service users are dominated by undergraduate and high school education levels.

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Primary School</td>
<td>0</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>2.</td>
<td>Junior High School</td>
<td>2</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>3.</td>
<td>Senior High School</td>
<td>36</td>
<td>36%</td>
<td>38%</td>
</tr>
<tr>
<td>4.</td>
<td>D3</td>
<td>12</td>
<td>12%</td>
<td>50%</td>
</tr>
<tr>
<td>5.</td>
<td>Strata 1 (S1)</td>
<td>42</td>
<td>42%</td>
<td>92%</td>
</tr>
<tr>
<td>6.</td>
<td>Strata 2 (S2)</td>
<td>8</td>
<td>8%</td>
<td>100%</td>
</tr>
<tr>
<td>7.</td>
<td>Strata 3 (S3)</td>
<td>0</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Results of processed respondents’ answers, 2021.

Based on the last education owned by respondents, it was seen that most respondents 42 or 42% of undergraduate graduates, and 36 or 36% of high school graduates. This data shows that Sidoarjo Regency’s public service users are dominated by undergraduate and high school education levels.
3. The Age

Table 1. Characteristics of Respondents by The Age

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>&lt; 21 Years</td>
<td>4</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>2.</td>
<td>21 – 30 Years</td>
<td>67</td>
<td>67%</td>
<td>71%</td>
</tr>
<tr>
<td>3.</td>
<td>31 – 40 Years</td>
<td>20</td>
<td>20%</td>
<td>91%</td>
</tr>
<tr>
<td>4.</td>
<td>40 – 50 Years</td>
<td>7</td>
<td>7%</td>
<td>98%</td>
</tr>
<tr>
<td>5.</td>
<td>&gt; 50 Years</td>
<td>2</td>
<td>2%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Results of processed respondents' answers, 2021.

In table 3, it can be seen that the age of respondents in this study has the highest level of percentage, namely the age of 21-30 years, and the lowest at the age of >50 years with a percentage of 2%.

The study included a sample of 100 respondents. The criticism figure in this study is $N-2 = 100-2 = 98$ with a significant level of $\alpha = 5\%$, which causes the $r$ table for the number of criticisms in this study worth 0.1654, so it can be said that all the questionnaire statements of this study are said to be valid.

Reliability Test

Tabel 4. Hasil Uji Reliabilitas

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Cronbach's alpha ($\alpha$)</th>
<th>Koefisien alpha</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kualitas Pelayanan</td>
<td>0.740</td>
<td>0.60</td>
<td>Reliabel</td>
</tr>
<tr>
<td>Kepuasan Masyarakat</td>
<td>0.678</td>
<td>0.60</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Source: Data processed SPSS 25, 2021.

Based on Table 4, it can be concluded that Cronbach's alpha value found in all research variables has and is shown in the table, namely Quality of Service of 0.740, and Community Satisfaction of 0.678. That way it can be taken to the conclusion that the questionnaire data used in the research carried out data measurements can be said to be reliable.

1. Inferential Statistical Test
a. Linearity

Table 5. Linearity Test Results

<table>
<thead>
<tr>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>803.401</td>
<td>25</td>
<td>32.136</td>
<td>1.339</td>
<td>.168</td>
</tr>
<tr>
<td>442.271</td>
<td>1</td>
<td>442.271</td>
<td>18.432</td>
<td>.000</td>
</tr>
<tr>
<td>361.129</td>
<td>24</td>
<td>15.047</td>
<td>.627</td>
<td>.900</td>
</tr>
<tr>
<td>1775.639</td>
<td>74</td>
<td>23.995</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2579.040</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Data processed SPSS 25, 2021.

Based on Table 4, it can be concluded that Cronbach's alpha value found in all research variables has and is shown in the table, namely Quality of Service of 0.740, and Community Satisfaction of 0.678. That way it can be taken to the conclusion that the questionnaire data used in the research carried out data measurements can be said to be reliable.
a. Linearity

<table>
<thead>
<tr>
<th>N</th>
<th>Skewness Statistic</th>
<th>Skewness Std. Error</th>
<th>Kurtosis Statistic</th>
<th>Kurtosis Std. Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>100</td>
<td>.101</td>
<td>.241</td>
<td>.140</td>
</tr>
<tr>
<td>Y</td>
<td>100</td>
<td>-.154</td>
<td>.241</td>
<td>.080</td>
</tr>
</tbody>
</table>

Valid N 100

Source: Data processed SPSS 25, 2021.

The ratio values of skewness and kurtosis in the Service Quality variable are as follows:

\[
\text{Rasio Skewness} = \frac{101}{241} = 0.419
\]

\[
\text{Rasio Kurtosis} = \frac{140}{478} = 0.292
\]

The analysis obtained for service quality variables is in the range of -2 to 2, namely 0.419 skewness ratio and 0.292 kurtosis ratio means that service quality data is distributed normally.

The ratio values of skewness and kurtosis in the Community Satisfaction variable are as follows:

\[
\text{Rasio Skewness} = \frac{-154}{241} = -0.639
\]

\[
\text{Rasio Kurtosis} = \frac{0.08}{478} = 0.00016
\]

From the analysis obtained for variables Community satisfaction is in the range of -2 to 2, namely -0.639 skewness ratio and 0.00016 kurtosis ratio then the Community Satisfaction data is distributed normally.

c. Homogeneity Test

<table>
<thead>
<tr>
<th>Levene Statistic</th>
<th>df1</th>
<th>df2</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.360</td>
<td>1</td>
<td>198</td>
<td>.245</td>
</tr>
</tbody>
</table>

Source: Data processed SPSS 25, 2021.

Based on table 7, it is known that in the Levene statistic column for the homogeneity of service quality tests and community satisfaction of 1,360 with a significant 0.245. Judging from the significant value above more than \(\alpha\) namely (0.245 > 0.05), it can be interpreted that the test of service quality and community satisfaction comes from a homogeneous variant.

Simple Linear Regression Test

<table>
<thead>
<tr>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>21.031</td>
<td>7.699</td>
</tr>
</tbody>
</table>

Source: Data processed SPSS 25, 2021.
The results of the table 8 review can be outlined if the effect of quality of service on community satisfaction can be incorporated into the simple regression equation below:

\[ Y = 21.031 + 0.360X \]

The regression equation obtained shows that the service quality variable has a coefficient marked positively that indicates the positive influence of service quality on community satisfaction. So that if the quality of service is getting better, it will increase community satisfaction and vice versa if the quality of service is worse, there can be a decrease in public satisfaction with these services.

**Determination Test (R²)**

<table>
<thead>
<tr>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. The error in the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>.171</td>
<td>.163</td>
<td>4.669</td>
</tr>
</tbody>
</table>

Source: Data processed SPSS 25, 2021.

Based on table 9 it can be observed that the magnitude of the coefficient of determination displaying the value of R Square in this study is worth 0.171 or 17.10%. This shows that the contribution of the quality of service explains the variable of community satisfaction is 17.10% while the remaining 82.90% is influenced by other factors that are not included in this study.

**Uji Statistik t**

<table>
<thead>
<tr>
<th>Unstandardized Coefficients</th>
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</tr>
</thead>
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<tr>
<td>21.031</td>
<td>7.699</td>
</tr>
<tr>
<td>.360</td>
<td>.080</td>
</tr>
</tbody>
</table>

Source: Data processed SPSS 25, 2021.

Table 10 shows the results of testing the service quality hypothesis proving a positive influence on community satisfaction. This was confirmed by a significant level value of 0.000 < 0.05 and Ha’s research hypothesis was accepted while Ho was rejected.

The quality of service is the whole thing that is expected by the community so that service providers in this case the Sidoarjo Regency Public Service Mall can meet the wants and needs of the community. When the service is obtained or felt the same as expected, causing the quality of service is perceived to be a good or ideal quality of service. Meanwhile, when the quality of service obtained is not the same as expected, it will cause the quality of service to be perceived to be bad. So good or not the quality of service contained in the Public Service Mall of Sidoarjo Regency is concerned with the ability of service providers in carrying out the fulfillment the expectations of their users in a fixed and unchanging way.

Tangible has a definition that is an indicator that affects public satisfaction from the visual part (related to the physical environment) starting from the appearance of employees, places of service, and technology used to provide services to the community. In its implementation, employees of the Sidoarjo Regency Public Service Mall have carried it out well, namely always looking clean and tidy, then providing a clean and comfortable service place, and using sophisticated technology in providing service processes to the community.
Reliability is an indicator that affects community satisfaction in terms of the ability of employees to provide services. The employees of the Sidoarjo Regency Public Service Mall have been quite good in carrying out service provisions to the community, but there are still a few shortcomings in terms of the timeliness of the slow service process which often causes complaints from the community.

Empathy is an indicator that affects public satisfaction from the awareness of employees to assist the community to obtain services and provide services quickly. In its implementation, employees of the Sidoarjo Regency Public Service Mall have implemented well, employees of the Sidoarjo Regency Public Service Mall always ask the newly arrived community about their concerns so that they can be helped to get the services needed.

Assurance is an indicator that affects public satisfaction from employee behavior to foster public trust in the agency and the instantiation can create a sense of security for service recipients or the community. The employees of the Sidoarjo Regency Public Service Mall provide trust and security to the community by always giving a polite and friendly attitude when providing services, then opening services by a predetermined schedule, and always maintaining a conducive environment so that the community feels safe when carrying out the service process in Sidoarjo Regency Mall.

Responsiveness is an indicator that affects community satisfaction in terms of the behavior of employees who can understand the problems experienced by the community and act in the interests of the community. Employees of the Sidoarjo Regency Public Service Mall have implemented it well. The thing that is done is to respond to complaints/complaints from the community and then evaluate the complaints/complaints so that they can continue to improve the quality of services available at the Sidoarjo Regency Public Service Mall.

CONCLUSIONS

This research was carried out to test the influence of Service Quality on the Satisfaction of Community Users of Sidoarjo Regency Public Service Mall. Based on research that has been carried out by passing several tests that have been presented before, testing the influence of service quality on the satisfaction of the community users of Sidoarjo Regency Public Service Mall gives a significance value of 0.000 and the value is smaller than 0.05, this means that the Quality of Service has a positive effect on Community Satisfaction, so Ha is accepted and Ho is rejected. In other words, the quality of service owned by the Sidoarjo Regency Public Service Mall has good research hypotheses. Then testing a simple regression analysis with a constant value showing the number 21,031 can be said if the independent variable is considered constant, therefore the quality of service is proven to find a positive influence on community satisfaction. The value of the community satisfaction constant worth 21,031 explains that the increasing quality of service affects community satisfaction received by the community of Sidoarjo Regency public service mall users. The X coefficient value of 0.360 shows that the quality of service with community satisfaction has a positive effect. Thus, it can be concluded that if the better the quality of services provided by employees of the Sidoarjo Regency Public Service Mall, the satisfaction of the service users in the Sidoarjo Regency Public Service Mall will increase. In this study, the value of R Square is worth 0.171 or 17.10%. This explains that the contribution of service quality explains the variable of community satisfaction, which is worth 17.10% while the remaining 82.90% is influenced by other factors that do not participate in the research conducted.
REFERENCES


