

Improving Community Satisfaction and Trust to Public Service at Mall of Banyuwangi District East Java Indonesia

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Improving Community Satisfaction and Trust to Public Service at Mall of Banyuwangi District East Java Indonesia

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ABSTRACT

This study aimed to determine the effect of service quality and service innovation on community satisfaction and trust in Banyuwangi Regency Public Service Mall. The population of this research is all people carrying out the service process at the Public Service Mall, totaling 125 people. To collect samples, this study used simple random sampling, namely taking members of the sample from the population randomly regardless of the strata in the population. The answers to the questionnaire respondents were processed using the SPSS 16.0 software application. The data analysis technique in this study utilized SEM-PLS with WarpPLS 5.0. The findings indicate several points, first, service quality with a coefficient of 0.440 affects community satisfaction. Then, service quality with a coefficient of 0.242, affects public trust, while service innovation with a coefficient of 0.497 affects community satisfaction. Service innovation, on the other hand, with a coefficient of 0.150, does not affect public trust, while community satisfaction with a coefficient of 0.734 demonstrates a positive and significant effect on public trust.

Keywords: service quality; service innovation; satisfaction; trust.

INTRODUCTION

Public services are carried out by public service providers and implementers of public services. In accordance with Act Number 25 of 2009, the Public Service Provider is any state administering institution, corporation, independent institution established under the Law for public service activities, and other legal entities formed solely for public service activities. Implementers of public services are officials, employees, officers and every individual who works in an organization obliged to execute public services. The Act Number 25 of 2009 states that public services are activities in the context of fulfilling needs of service in accordance with the laws and regulations of every citizen and resident for administrative matters, and services provided by the delivery of public services. In brief, public service is any effort made by public service providers to satisfy the public by performing.

The public services provided by the government are always improved and renewed, both in terms of the paradigm and the format of the service. This happens along with the increasing demands of the community and changes in the government itself. Nevertheless, the updates seen from both sides have not been satisfactory, even the people are still positioned as a powerless and marginalized party in the service framework (Sinambela, 2011). Public Service is currently becoming an increasingly strategic policy issue because the improvement of public services in Indonesia now tends to "run in place" while the implications are very broad in the life of the economy, politics, socio-culture and others. Improvement of public services is undoubtedly necessary to improve the poorly regarded government. The improved quality of public services may affect people's satisfaction, this way public trust in the government can be regained.

Therefore, quality services should be the main concern of public and private organizations, as provided, it is also an obligation for both of the organizations (Sinambela, 2011).

Service can basically be defined as the activity of a person, group and / or organization both directly and indirectly to serve needs (Pasolong, 2007). Public services are all service activities carried out by public service providers as an effort to fulfill public needs and the implementation of statutory provisions. In providing public services, the government is responsible for providing the best service to the community in order to create community welfare. The community has the right to get the best service from the government because the community has provided funds in the form of taxes, levies and various other levies (Mahmudi, 2007). Public service institutions can come from the government and the private sector. The government as one of the service providers to the community must continue to improve its performance to make them satisfied with the services provided and finally believe in the institution.

The Banyuwangi District Public Service Mall was established to follow up the Republic of Indonesia Minister of Administrative and Bureaucratic Reform Regulation Number 23 of 2017 concerning the Implementation of Public Service Malls and Regent Regulation Number 59 of 2017. The Public Service Mall, hereinafter referred to as MPP, is the place for public service activities or activities for goods, services and / or administrative services. This MPP is an expanded function of integrated services both central and regional, as well as the services of BUMN / BUMD in order to provide fast, easy, affordable, safe and comfortable services. In general, MPP's task includes organizing integrated licensing services to public within Banyuwangi Regency. The Public Service Mall serves 199 types of services to the community under one roof. The services provided include population administration, various types of business permits, health insurance (*BPJS Kesehatan*), employment insurance (*BPJS Ketenagakerjaan*), municipal waterworks (PDAMs), licensing services related to vehicles, prolongation of driver's license (SIM), payments for regional retribution, marriage, hajj/pilgrimage, land services and so on.

Table 1. Number of Complaints in the Regional Government of Banyuwangi Regency

NO.	Year	COMPLAINTS MEDIA		AMOUNT OF COMPLAINTS
		WEBSITE	SMS	
1	2015	842	710	1552
2	2016	371	1373	1744
3	2017	353	942	1295
4	2018	184	685	869

Source: MPP Banyuwangi 2019.

Table 1 shows that many public complaints related to services provided by MPP are still received in Banyuwangi Regency. The MPP of Banyuwangi Regency is demanded to continue building trust of the community for its services. With a quality service, innovated service and increasing satisfaction, it is expected to reduce complaints against public services from the existing MPP in Banyuwangi Regency.

Public trust in public service providers must always be maintained and fostered to result in trust in the people who use the services of these institutions. People who have trusted public service institutions will use the other interests. Trust is someone's willingness to rely on other

people whom they have confidence in. There are four components of trust (Wicaksono, Kumadji, and Mawardi 2015) including:

- 1) Credibility, meaning that all parties involved are trustworthy, both in words and deeds, in accordance with their uttered promises.
- 2) Reliability; something that can be relied upon. This means that the institution must be an institution that can be relied on by customers to fulfill their needs. On the contrary, the institution are confident that its customers will continue to use existing products or services.
- 3) Intimacy, which is an emotional value created between the institution and the customer; that there is a strong basis of trust between various parties to be able to create closeness.
- 4) Orientation, that is an emotional value created because trust arises in customers as the service provider considers their complaints or confusion.

Consumer trust is all the knowledge that consumers have and conclusions about objects, attributes and benefits (Mowen & Minor, 2001). The trust of consumers or the public related to public services must be maintained by all parties who provide public services. Many factors can influence public trust in service institutions both government institutions and private institutions, these factors include: service quality, service innovation and community satisfaction.

Service quality is the overall nature of a product or service that influences its ability to satisfy expressed or implied needs (Kotler, 2007). Service quality consists of everything that is free from deficiencies and also consists of the features of a service product. The specialty of this product can also be called product innovation, where there is added value in the product that makes it easier for the community to obtain services quickly and precisely. In detailed definition, service quality is a service that can be a service or product that will be provided to customers or consumers (Qomariah, 2016). Products in the form of services are services that will be provided to service customers. The quality of this service can be in the form of all services provided to customers in the form of existing facilities, responsiveness of service providers, reliability of services provided, guarantee of services provided and attention of service providers (Tjiptono, 2007).

Research on the relationship between quality of service and trust has been done. Previous studies by (Mulyawan & Rinawati, 2016), (Maskur, Qomariah, & Nursaidah, 2016), (Sutrisno, Cahyono, & Qomariah, 2017), (Sofianti, Qomariah, & Hermawan, 2018), (Verriana & Anshori, 2017), state that there is a positive influence of quality of service on customer loyalty, while other studies (Afandi & Setyowati, 2019), (Natalia, Setiawan, & Puspaningrum, 2017) show that service quality had no effect on trust.

The next factor that can also influence public trust related to providing services to the community is product / service innovation. Innovation is an idea, and practice that is based and accepted as a new thing by a person or a certain group to be applied or adopted (Everest, 1983). The concept of innovation can be in the form of innovation in products, innovation in the process of producing products, and innovation in service companies (Dhewanto, 2015). Ideas initiated by someone which then are put into practice and implemented can be called innovation. The characteristics of innovation are distinctive, new, planned and purposeful. Products or services from the results of innovation must be unique to differentiate it from other products or services. Products derived from innovation must be new and planned and have a purpose for what the product / service was created. Service innovation means innovation in the service sector carried out by service providers so that the products or services offered to consumers experience changes. The results of studies conducted by (Yuliana & Hidayat, 2018), (Penjaitan, 2019) state

that product innovation can increase loyalty. Furthermore, the results of the study from (Zebua & Barata, 2015) state that innovation does not affect trust or loyalty.

Customer satisfaction factors also need to be considered in an effort to increase trust that can affect customer loyalty. Customers who believe in a product will tend to make a repeat purchase and recommend the products or services to other prospective users. Customer satisfaction is at the same level as one after comparing the performance or the thing that is considered below the expectations (Kotler, 2007). Satisfaction is a comparison between received and expected services (Qomariah 2016). It is the response given by consumers after fulfilling their needs for a product or service, so that consumers get a sense of comfort and pleasure because their expectations have been fulfilled (Tjiptono & Candra, 2012). If the service received by the customer is better than expected, the customer will feel satisfied with the product or service. Satisfaction is the response given by consumers after fulfilling their needs for a product or service, so that consumers get a sense of comfort and pleasure because their expectations have been fulfilled. Customers who trust the service provider will provide information and recommend these service providers to other parties. Thus a trusting customer means that the customer is actually loyal to the product / service it receives. Research related to satisfaction and trust / loyalty has been done a lot. Several studies from (Qomariah, 2012), (Mulyawan & Rinawati, 2016), (Maskur et al., 2016), (Maskur et al., 2016), (Safitri, Rahayu, & Indrawati, 2016), (Natalia et al., 2017), (Verriana & Anshori, 2017), (Sutrisno et al., 2017), (Rahman, 2019), (Afandi & Setyowati, 2019) found that satisfaction effect to loyalty/trust.

Customer dissatisfaction can be improved by good service quality. Quality of service is any activity or action offered by one party to another party that is invisible or intangible that does not cause change in ownership (Kotler, 2007). In the quality of service that needs attention is the reality and expectations received by the customer. If the customer feels that the reality of the service provided exceeds expectations, the customer will feel satisfaction with the service he received (Lupiyoadi, 2013). Service quality is the expected level of excellence and control over the level of excellence of customer desires (Tjiptono & Candra, 2012). Satisfaction is a person's feeling towards perceived service quality because it exceeds what is expected (Qomariah, 2016). Customer satisfaction is an evaluation after making a purchase where expectations are at least the same as or exceeding performance of the service it receives (Tjiptono & Candra, 2012). Research that connects service quality and customer satisfaction has been done a lot, to name a few, several studies by (Subagiyo, 2015), (Mulyawan & Rinawati, 2016), (Safitri et al., 2016), (Sutrisno et al., 2017), (Verriana & Anshori, 2017), (Anggriana, Qomariah, & Santoso, 2017), (Setyawati, Rifai, & Sasmito, 2018), (Afandi & Setyowati, 2019), (Rahman, 2019) state that good service quality can increase customer satisfaction, while a study by (Qomariah 2012) states that service quality has no impact on customer satisfaction.

Product or service innovation factors can also make customers satisfied with the product or service offered to customers. Product / service innovation is the development of products / services from its existing state (Kotler, 2007). This product innovation is very important to be developed by the company in order to increase sales. Products that have long been circulating in the market need innovation. Consumers often experience saturation of a product or service. If it is associated with customer satisfaction, the product innovation can increase customer satisfaction. If the customer feels dissatisfied with a product or service, the product / service provider needs to evaluate whether the product / service offered needs to be innovated or not. Research on the relationship of product / service innovation has not been done much. (Antanegoro, Surya, and Sanusi 2017) prove that product innovation and service innovation

influence customer satisfaction. The better product and service innovation is carried out, the higher customer satisfaction will be. Based on the background and previous research, the purpose of this study is to determine the effect of service quality and service innovation on community satisfaction at the Banyuwangi District Public Service Mall and to determine the effect of service quality, service innovation and community satisfaction on community trust in the District Public Service Mall Banyuwangi. Based on the formulation of the problem, theory and previous research, the research hypotheses are formulated as follows:

- H1: Quality of service affects the community satisfaction at the Banyuwangi District Public Service Mall
- H2: Quality of service affects community trust in Banyuwangi District Public Service Mall
- H3: Service Innovation influences community satisfaction at Banyuwangi District Public Service Mall
- H4: Service Innovation has a positive and significant effect on Community Trust in Banyuwangi District Public Service Mall
- H5: Community Satisfaction influences community trust in Banyuwangi District Public Service Mall

RESEARCH METHODS

This research is an associative research that aims to determine the relationship between two or more variables (Ghozali, 2005). This study uses a quantitative approach, which emphasizes the existence of variables as research objects and must be defined in the form of operationalization of each variable. The population of this research is the people who carry out the service process at the Banyuwangi District Public Service Mall. In this study, the sampling technique used was probability sampling, which is a sampling technique that provides equal opportunities for each population element to be selected as a sample member (Ferdinand, 2006). The sampling method used is simple random sampling, namely taking sample members from the population is carried out randomly disregarding the strata that exist in that population (Ghozali, 2005). The number of questionnaires distributed was 100, and 83 of them were returned. Therefore, the number of respondents in this study were 83 people.

Validity test is used to measure the validity of a measuring instrument. Reliability test is used to measure the reliability of a measuring instrument used (Ferdinand, 2006). To determine the effect of exogenous variables on endogenous variables used SEM-PLS analysis with WarpPLS 5. This research used SEM technique, so the evaluation is carried out on two models, namely the outer model and the inner model. The outer model determines the specification of the relationship between latent constructs and their indicators.

RESULTS AND DISCUSSION

Descriptive Statistics Analysis Results

The calculation results show that of the 83 respondents, as many as 50.6% or 42 people are male and 49.4% or 41 people are female, which means that the highest number of respondents was of the sex of men .

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Based on the calculation results, it is known that of 83 respondents, 2.4% or two people have an elementary school education background, 4.8% or four people are respondents with junior high school background and 33.7% (28) come from a senior high school education background. In addition, amounting to 20.5% or 17 people have a diploma education background and 32% (32) hold a Bachelor's educational background. In other words, the highest number of respondents came from a Bachelor's educational background.

Additionally, based on the calculation results it is known that from 83 respondents, 62.7% or as many as 52 people are within 20 to 29 years old, 31.3% (26 people) are of 30 to 39 years old, 3.6% or three are within 40 to 49 years old, and 2.4% or two people are 49 years old. In other words, the largest number of respondents are youth or from the age range 20-29 years old.

Related to the profession or job of the respondents, it is obtained that 77.1% or 64 people are self-employed, 15.7% or 13 people are civil servants, 3.6% or three people are farmers, and 3.6% other or 3 people state their profession as others (students, midwives and nurses). Therefore, the largest number of respondents were respondents with self-employed work.

Based on the calculation of descriptive statistics it can be seen that from 83 respondents there are four service areas with the most respondents. First, 28.9% or 24 people had the population related services, 28.9% or 24 people carried out service related to health sector. Third, 18.1% or 15 people were processing services in the field of general licensing and by 10.8% or as many as nine people had the labor related services. As for the rest scattered in other service areas (environment, industry and trade, taxes, housing and settlements, as well as immigration), which means that the highest number of respondents are respondents who carry out service processes in the area of population and health.

Furthermore, according to the visiting frequency, it can be seen that of 83 respondents, 26.5% or as many as 22 people consisting of respondents with the number of visit once, 34.9% or 29 people have visited twice, 18.1% or 15 people have come three times, 7.2% or six people have visited four times, and the rest 13.3% or 11 people have been there for four times, which means that the highest number of respondents is the respondent have visited the Mall twice.

Validity Test Results and Measurement Test Reliability

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The results of the validity test show that all items of the research instrument are valid because the count is greater than r critical (0.30). While the reliability test results indicate that all research variables are reliable because the Cronbach's Alpha value is 0.60. This is as said by Ferdinand (2006) who states that the instrument validity provisions are valid if r arithmetic is greater than r critical (0.30) and the reliability of a variable construct is said to be good if it has an Alpha Cronbach's > value of 0.60.

Hypothesis Test

3

Hypothesis testing is used to explain the direction of the relationship between the independent variable and the dependent variable. This test is done by path analysis of the model that has been created. SEM techniques can simultaneously test complex structural models, so that the path analysis results can be seen in one regression analysis. The results of correlation between constructs are measured by looking at the path coefficients and their level of significance which are then compared with the research hypothesis. To see the results of hypothesis testing simultaneously, it can be seen the value of the path coefficients and p-values in the total effects of the results of simultaneously processing variable data.

3

Whether a hypothesis can be accepted or must be rejected statistically can be calculated through the level of significance. The level of significance used in this study was 5%. If the significance level chosen is 5%, then the significance level or 0.05 confidence level means to reject a hypothesis. The standard used as a basis for decision making is $p\text{-value} \leq 0.05$, the hypothesis is accepted and if $p\text{-value} > 0.05$, the hypothesis is rejected. The results of correlation between constructs are measured by looking at the path coefficients and their level of significance which are then compared with the research hypothesis.

The results of data processing from WarpPLS obtained a research model that can describe the influence between variables. The following is a picture of the results of research on the effect sizes that have been obtained based on data processing.

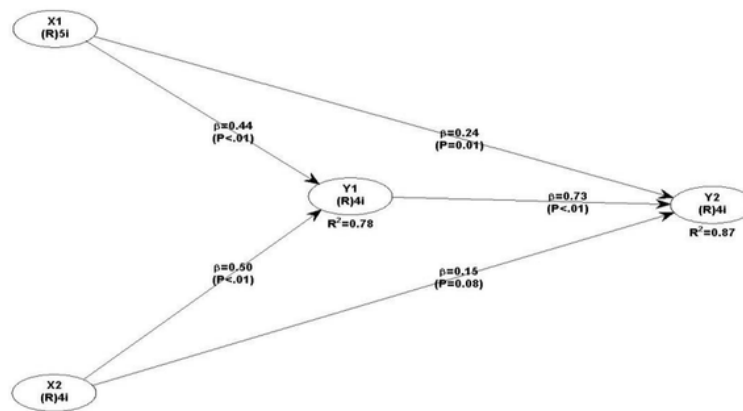


Figure 2. Research Model Direct Test Results

To prove the research hypothesis, it is necessary to analyze and test the results related to their direct and indirect effects. The following table presents research results from the direct effect test that has been obtained based on data processing.

Table 2. Direct Effect

Criteria	Variable	X1	X2	Y1	Y2
Path coefficients	X1				
	X2				
	Y1	0.440	0.497		
	Y2	0.242	0.150	0.734	
p-values	X1				
	X2				
	Y1	<0.001	<0.001		

	Y2	0.010	0.078	<0.001	
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Source: Data processed 2019

12 Discussion

Effect of Service Quality on Community Satisfaction

10 The results showed that service quality had a positive and significant effect on community satisfaction. In 17 study it can be seen from the value of the path coefficient that is quite large, which shows that the better the quality of service, the 11 better the community satisfaction. With a value of 0.440, the variable quality of service has an influence on the satisfaction of the people who perform the service process at the Public Service Mall.

This finding shows that the quality of service affects the level of community satisfaction. In other words, the services provided to the community will affect the level of community satisfaction. If the services provided are good then the community will feel satisfied and vice versa.

Some studies by (Subagiyo, 2015), (Mulyawan & Rinawati, 2016), (Safitri et al., 2016), (Sutrisno et al., 2017), (Verriana & Anshori, 2017), (Ang7iana et al., 2017), (Setyawati et al., 2018), (Afandi & Setyowati, 2019), (Rahman, 2019) state that good 27 service quality can increase customer satisfaction. While a study by (Qomariah, 2012) states that service quality has no impact on customer satisfaction.

Effect of Service Quality on Community Trust

4 The results showed that service quality had a positive and significant effect on public trust. This study found the value of the path coefficient of 0.242. It shows that good service quality will increase the trust of the people who carry out the service process at the Public Service Mall. 21

This shows that the quality of service can influen 32 the level of public trust. Every institution that provides services to the community must provide the best service. The best services provided to the public need to be properly maintained so that people will continue to trust and use the services of these institutions. Therefore, institutions or organizations that provide these services are required to maintain public trust while conti 19 ng to provide the best service. Studies conducted by (Mulyawan & Rinawati, 2016), (Maskur et al., 2016), (Sutrisno et al., 2017), (Sofiati et al., 2018), (Verriana & Anshori, 2017) found positive effect from quality of service on customer loyalty/trust. On the other hand, studies by (Afandi & Setyowati, 2019), (Natalia et al., 2017) found that service quality had no effect on trust.

5 Effect of Service Innovation on Community Satisfaction

The study found that service innovation has a positive and significant effect on people's satisfaction. In this research, it can be seen from the value of the path coefficient that is high in value; 0.497, indicating that good service innovation will increase public satisfaction with the services provided at Public Service Malls.

This shows that the community is happy to accept service innovations made by service providers. Product / service innovations must continue to be made so that people who receive services get something new. Service providers must innovate products / services to make sure the products / services are continuously utilized by the community. Product / service innovations

should take into account developments in information technology and innovation. The public will continue to look for new products / services that can provide satisfaction, therefore innovation is crucial in the competition. The studies conducted by (Antanegoro, Surya, and Sanusi 2017) argue that product innovation and service innovation influence customer satisfaction. The better product and service innovation is carried out, the higher customer satisfaction will be.

Effect of Service Innovation on Community Trust

¹ Based on the results of the study, it was found that service innovation had a positive effect on people's trust but was not significant, as indicated by the path coefficient value of 0.150 which shows that good service innovation can increase public confidence in the service process at the Mall. Therefore, local governments or service providers must attempt other efforts besides service innovation, which can significantly influence directly to increase public trust.

This shows that service innovation influences the level of public trust. The results of this study can be interpreted that the community tends to still not trust in what the service provider has done. Product / service innovations should indeed continue to be made along with the technology development. An institution providing services must continue to innovate to create services that can provide satisfaction to the community. Satisfied people will trust the institution and will continue to use the institution to meet the needs of community services. The results of the studies conducted by (Yuliana & Hidayat, 2018), (Penjaitan, 2019) state that product innovation can increase loyalty. Furthermore, the results of the study from (Zebua & Barata, 2015) presents that innovation does not affect trust or loyalty.

Effect of Community Satisfaction on Community Trust

Based on the results of the study, it was found that community satisfaction had a positive and significant effect on community trust. This study found that the value of the path coefficient is very high with a value of 0.734. This value indicates that high community satisfaction will increase public confidence in the services provided by service providers at the Public Service Mall.

²⁶ This shows that in order to increase public trust, it is necessary to increase community satisfaction with the services provided. ² As an institution that provides services to the community, it is necessary to pay attention to the satisfaction of service users. Satisfied service users will provide good information and recommend to other parties to use their services. The studies by (Qomariah, 2012), (Mulyawan & Rinawati, 2016), (Maskur et al., 2016), (Maskur et al., 2016), (Safitri et al., 2016), (Natalia et al., 2017), (Verriana & Anshori, 2017), (Sutrisno et al., 2017), (Rahman, 2019), (Afandi & Setyowati, 2019) found that satisfaction affects loyalty/trust.

CONCLUSIONS AND RECOMMENDATIONS

¹ Quality of service has a positive and significant effect on community satisfaction. So, the better the quality of service, the more influence the high community satisfaction. Institutions providing products / services must continue to provide the best service to their customers so that customers who use these services are satisfied.

1 Quality of service has a positive and significant effect on public trust. So, the better the quality of service, the more influential it is to public trust. The quality of service received by customers must continue to be improved. Good service quality will increase customer satisfaction. Customers who are satisfied will make a repeat purchase and inform other customers. Providing good information about the product / service to other customers means that the customer already believes in the product / service.

1 Service innovation has a positive and significant effect on people's satisfaction. So, the better the service innovation, the higher the community satisfaction. Service providers should keep innovating their products / services. Product / service innovation needs to be done following the technological developments and consumer desires that are constantly changing. Institutions that continue to innovate on products / services will make consumers feel satisfied.

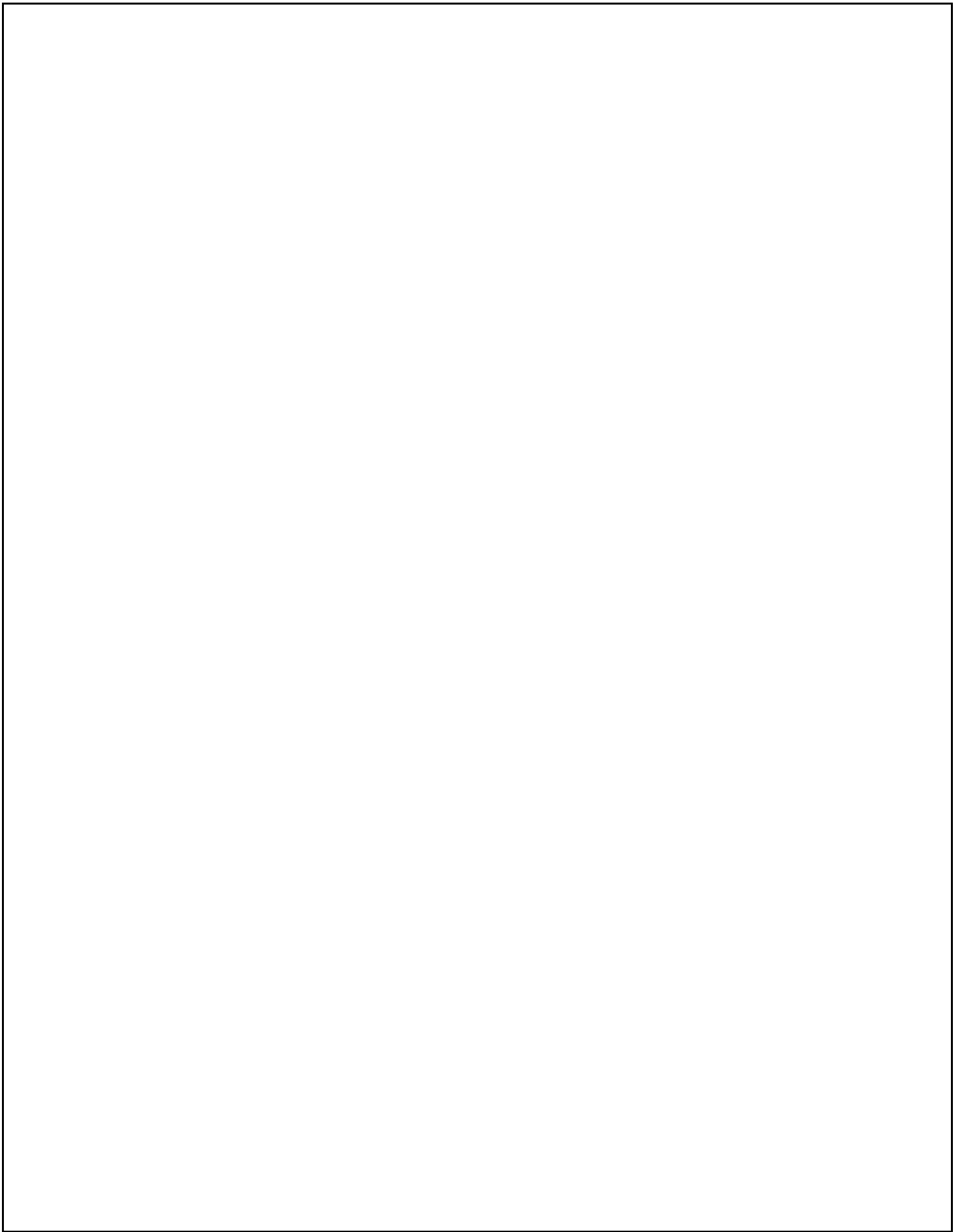
4 Service innovation has no significant effect on public trust. Although service innovation has no direct effect on public trust, service providers must continue to innovate products / services offered to the public. The ineffectiveness of service innovation on people's trust may be influenced by factors other than innovation.

1 Community satisfaction has a positive and significant effect on community trust. So, the better and higher the level of community satisfaction, the higher the community trust. Service providers must continue to improve customer satisfaction, because satisfied customers will provide good information and recommend these service providers to other users.

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