

Effect of Public Services Quality on Satisfaction and Its Implication on Public Trust

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Abstract: *This research aims to determine: 1) The influence of the public services quality on public satisfaction at Samsat Office Kendari City. 2) The effect of public services the quality on public trust at Samsat Office Kendari City. 3) The effect of public satisfaction on public trust at Samsat Office Kendari City. 4) The mediate effect of public satisfaction in strengthening the influence of public services quality on public trust at Samsat Office Kendari City. The design of this research is associative (causal) design. The object of this research is the people who employ Samsat Office services. The samples were taken by purposive sampling (designation intentionally) which employ 110 respondents. The analysis used is descriptive statistical analysis and analysis of Partial Leas Square (PLS). This research concluded that: 1) The public services quality significantly influence the public satisfaction on Samsat Office Kendari City. it indicated that the good quality of public services is reflected by accountability, responsiveness, orientation to service and efficiency indicators which will increase the public satisfaction which is reflected by their attitude to respect service officers, abide by the rules, is proud of the work of the officers, has the spirit and initiative, and avoid of conflict. 2) The quality of public services does not significantly affect the public trust on Samsat Office Kendari City. This means that the public service quality at Samsat Office Kendari city cannot increase public trust significantly caused by the public trust in the service officer has not been optimal. 3) Public satisfaction has significant effect on public trust on Samsat Office Kendari City. This means that the public satisfaction will increase public trust which is reflected by the increasing of public trust in the service facilities. 4) Public Satisfaction mediates the effect of public services quality on public trust on Samsat Office Kendari City. This means that public satisfaction can strengthen the influence of public services quality on public trust.*

Keywords: *Quality Public Services, Public Satisfaction, Public Trust.*

I. Introduction

The government basically has made various efforts to make the trusted public services. However, in general the performances of public service both in the central and local government are still low. These consequently decrease the people trust toward public service. The strong image of the poor public services quality become a very important issue for the government since the public trust in the public service is very important.

Some experts claim that the quality of public services affect the public trust. Quality of service is an activity or benefit that can be provided by one party to another that is essentially intangible and does not affect the choice of something (Kotler, 2007: 46). Therefore, the services provided by an entity is an effort to build the public trust. This statement is in line with Jasar (2005) who argued that there is a significant relationship between the quality of service and the public trust.

Trust is a person's willingness or belief to establish long-term relationships to generate positive work (Crosby et al. In Gatot Purwanto and 2009: 349). Morgan and Hunt (2009) stated that the ability to communicate effectively can generate public trust. Effective communication will help people to improve their knowledge and to understand the importance in creating trust in an agency, because frequent and high quality communication will produce greater trust. This means that service quality is closely associated with the public trust.

However, the results of research on the effect of quality of service for trust gives different results. Research conducted by Nabaasa and Musinguzi (2009) concluded that the quality of public services have a significant effect on public trust. Moreover, the research of Enggie Rucitra Mulyana (2010) concluded that the quality of public services is quite strong influence on public trust. However, other researchers, Pierre Chenet, et al (2010) concluded that the quality of public services give an effect but not significant on the trust.

The service quality has an effect on satisfaction as well. This is in line with the opinion from Wahab (2005: 1) that the quality of good service can create satisfaction. It is also supported by research conducted by Enggie Rucitra Mulyana (2010), K. Ravichandran et al (2010), Anber Abraheem Shlash and Shireen Mohammad Yaseen Mohammad Alhamadani (2011), Rahim Mosahab, PhD (2010) and Ishfaq Ahmed (2010) that the quality of service affect the satisfaction. However, Lars Nilsson (2006) found that service quality had no significant effect on satisfaction. Satisfaction also affects trust. This is in accordance with the opinion expressed

by Garbarino and Johnson (2009) that satisfaction plays an important role with the public trust. This is also supported by the results of research from Nur Hayati (2011) who found that the satisfaction effect on trust.

Referring to the results of theoretical and empirical studies show that satisfaction can be a variable that mediates the effect of quality of service for trust. This is according to research conducted by Enggie Rucitra Mulyana (2010) that satisfaction plays a role in mediating the quality of service for trust. In connection with the phenomena observed in Samsat (One Roof System) Office of Kendari and the results of investigation as well as a study of theory and empirical research, the purpose of this research is to examine and analyze the effect of public services quality on satisfaction and its implications on public trust.

1. Literature and Hypotheses

Some of the literature and the results of researches used in this study to suggest a link between the variables which are described as follows:

1.1 The Effect of Public Service Quality on People Satisfaction toward Samsat Office of Kendari

Quality is the number of attributes or traits, as distributed in the product or service concerned, and thus included the durability, comfort of use, efficiency, etc. (Tjiptono, 2007: 60). It said that the quality of a product or service will include a collection of a number of properties that are interconnected on the product or service itself, such as strength, dimensional color management, processing, and so forth (Prawiramidjaya, 2007: 14). It suggests that the quality is composed of everything that is free from flaws or damage. Benchmark of quality as described above shows that the quality is always focused on the interests / customer satisfaction (Atmojo, 2007: 4). Quality of service is an important factor which affect the customer satisfaction. It is very reasonable because the service quality will increase customer satisfaction with products or services (Ida Manullang 2008; Adi Prasetyo, 2008).

Based on the study above, the first hypothesis proposed in this study is:

H1: The public services quality has positive and significant effect on the public satisfaction of Samsat (One Roof System) Office of Kendari

1.2 The effect of service quality on the Public Trust of Samsat (One Roof System) Office of Kendari

Quality of service is an activity or benefit that can be provided by one party to another party which basically intangible and does not result in the selection of things. Thus the services provided by an entity is an effort to build trust in the public (Kotler, 2007: 46). Trust is a person's willingness or belief to establish long-term relationships to generate positive work (Crosby et al. In Gatot Purwanto and 2009: 349). Morgan and Hunt (2009) stated that the ability to communicate effectively can generate public trust. Effective communication will help people to improve their knowledge and understanding of the importance of creating trust in an agency, because frequent and high quality communication will produce greater trust. This means that service quality is an important factor affecting public trust (Jasfar, 2005; Kotler, 2007: 46).

Based on the study above, the second hypothesis put forward in this research is:

H2: The public services quality has positive and significant effect on public trust of Samsat (One Roof System) Office of Kendari.

1.3 Effect of Public Satisfaction on Public Trust of Samsat (One Roof System) Office of Kendari

Satisfaction is the feeling of happiness or disappointed of someone as the result of comparison between his impression of of an entity's performance and expectations his (Kotler, 2007: 36). Garbarino and Johnson (2009) argued that the satisfaction has different roles in customer relationships, which means that satisfaction plays an important role in the public trust. This means satisfaction is an important factor affecting trust (Aryani P, E., 2008; Ah-Keng You and Elizabeth, 2006; Tjiptono, 2007: 24)

Based on the study above, the third hypothesis proposed in this study are:

H3: Public Satisfaction has positive and significant impact on public trust in Samsat Office of Kendari

H4: Public Satisfaction mediates the effect of the quality of public services on public trust in Samsat Office of Kendari

Research methods

This research was conducted by using survey approach. It surveyed 110 people who use the Samsat services (One Roof System) Office of Kendari. Before applying the survey instrument, it has been tested to 30 Samsat service user in order to ensure the reliability of the instruments. The analysis of the data in this study used Partial Least Square (PLS).

Research result

Before testing the hypotheses proposed in this study, the researcher firstly conducted the linearity assumption test. The result showed that the correlations among variables in the structural model is linear. Therefore the

assumption of linearity in the PLS analysis were fulfilled and the data used in this study met the requirements of linearity. Thus, the further analysis can be conducted.

Table 4.1. Linearity Testing

Correlation among Variables	Linearity Testing			
	R ²	F	Sig.	Hasil
Public Service Quality (X) → Public Satisfaction (Y ₁)	0.858	650.889	0,000	Linear
Public Service Quality (X) → Public Trust (Y ₂)	0.882	809.115	0,000	Linear
Public Satisfaction (Y ₁) → Public Trust (Y ₂)	0.840	567.899	0,000	Linear

Source: Data Processed (2016)

The results of hypotheses testing and the path coefficients are presented in Table 2 as follows:

Table 2. Path Coefficient of Direct Effect and Hypotheses Testing

Hypotheses	Correlation among Variables	Path Coefficient	t-Statistic	t-Table	Result
H1	Kualitas Pelayanan Publik (X) → Kepuasan Masyarakat (Y1)	0.916	23.621	1,96	Sig
H2	Kualitas Pelayanan Publik (X) → Kepercayaan Masyarakat (Y2)	0.065	0.559	1,96	TS
H3	Kepuasan Masyarakat (Y1) → Kepercayaan Masyarakat (Y2)	0.748	6.559	1,96	Sig

Source: Data processed in 2016

Based on the results in Table 2 above the research hypotheses can be explained as follows:

H1. The public services quality has positive and significant effect on the public satisfaction of Samsat (One Roof System) Office of Kendari

The testing results of the effect of public services quality on the public satisfaction can be proven with the value estimate in path coefficient of 0.916 with the value of the critical point (t-statistic) is 23.621 > 1.96. The results of hypothesis (H₁) testing proved that the better the public services quality, the more increased the public satisfaction on Samsat Office of Kendari.

H2. The public services quality has positive and significant effect on public trust of Samsat (One Roof System) Office of Kendari.

The testing result of the effect of public services quality on public trust can be proven to estimate the value of path coefficient of 0.065 with the value of the critical point (t-statistic) is 0.559 < 1.96. the results of the hypothesis (H₂) testing proved that the good quality of public service is not followed by an increase of public trust on the Samsat Office of Kendari.

H3: Public Satisfaction has positive and significant impact on public trust in Samsat Office of Kendari

The testing results of the effect of public satisfaction on the public trust can be seen by the value of path coefficient estimate of 0.748 with the value of the critical point (t-statistic) of 6.559 > 1.96. the results of hypothesis (H₃) testing proved that the better public satisfaction, the more increase public trust on the Samsat Office of Kendari.

H4. Public Satisfaction mediates the effect of the quality of public services on public trust in Samsat Office of Kendari

Testing the effect of the public services quality on the public trust that is mediated by public satisfaction variable based on Sobel approach can be calculated as follows:

$$Z = \frac{a \times b}{\sqrt{b^2 \times s_a^2 + a^2 \times s_b^2 + s_a^2 \times s_b^2}}$$

$$= \frac{0,916 \times 0,748}{\sqrt{(0,748)^2 \times (0,039)^2 + (0,916)^2 \times (0,114)^2 + (0,039)^2 \times (0,114)^2}}$$

$$= 6,23$$

The calculations show that the z-statistic = 6.23 > 1.96. This means that public satisfaction may mediate the effect of the public services quality on the public trust. It indicated that the public services quality indirectly gives significant effect on public trust that is mediated by public satisfaction on the Samsat Office of Kendari.

Correlation of Estimated Loading Value and Reserch Variables Mean

The aim of assessing the correlation between the estimated loading value and mean value is to identify and determine the importance of each indicator in reflecting variables or latent constructs. The estimated loading value and the mean value of the indicators of each variable in this study are presented in Table 3 below:

Table 3. Estimated Value Explanation Loading Relations with mean (Mean)

Variables	Indicators of Variables	Outer Loading	Mean	
			Indicator	Variable
Public Services Quality (X)	X11. Accountability	0.836	4,07	3,95
	X12. Responsiveness	0.899	3,98	
	X13. Orientation to services	0.857	3,89	
	X14. Efficiency	0.842	3,87	
Public Satisfacation (Y1)	Y11. Public appreciates (<i>respect</i>) to officers	0.926	4,13	4,03
	Y12. People feel satisfied and makes them follow the rules	0.795	4,04	
	Y13. People feel satisfied and make them proud of the officers work	0.848	3,95	
	Y14. People feel satisfied and makes them increase their initiative	0.937	3,97	
	Y15. People feel satisfied and makes them to avoid conflict	0.762	4,06	
Public Trust (Y2)	Y21. Trust in officers services	0.972	3,98	4,05
	Y22. Trust in service facilities	0.974	4,13	

Source: data processing, 2016.

Table 3 shows that the most powerful indicator that reflects the public services quality variable is responsiveness with the estimated value of outer loading is 0.899. Besides that, the responsiveness has also been good in practice. Furthermore, based on the estimated value of outer loading, the most powerful indicator of public satisfaction is the fourth indicator which is people feel satisfied and makes them increase their initiative, with the value of outer loading is 0.937. Besides that, this indicator is perceived as good in it implementation. The respondents' assessment to each indicator of public trust variable showed that the majority of respondents considered that trust in the service facilities is the strongest indicator in reflecting public trusts variable. It is characterized by the the high value of outer loading in 0,974. In addition, the trust in facilities is perceived as best in its implementation.

II. Discussion of Results

2.1 The Effect of the public services quality on the public satisfaction of Samsat (One Roof System) Office of Kendari

The results showed that the public services quality directly give the significant effect on public satisfaction on Samsat Office of Kendari. This is quite reasonable because the public services quality is perceived as good in implementation particularly in the area of accountability, responsiveness, orientation to service and efficiency indicators.

Descriptively, accountability has not been optimal in reflecting the quality of public services. However, in reality it is considered as the best in its implementation. Responsiveness is considered very strong in reflecting the quality of public services and is considered good in its implementation. Then, an orientation toward service is also viewed as a high value in reflecting the quality of public services and it has been well implemented. Efficiency has high value in reflecting the quality of public services, however it is still not optimal in practice. Based on these findings, the researcher can suggest that in order to optimize the efficiency indicator the Samsat office needs to provide a quick respond public services at a reasonable cost, the straightforward bureaucracy, the clear completion time, and also to make sure a free illegal levies service.

The implications of this public services quality can improve public satisfaction which are reflected through some indicators namely; people appreciates (*respect*) to officers, people feel satisfied and makes them follow the rules, people feel satisfied and make them proud of the officers work, people feel satisfied and makes them increase their initiative, people feel satisfied and makes them to avoid conflict.

People appreciates (*respect*) to officers is seen strong in reflecting public satisfaction and is also the best in its implementation. Then, people feel satisfied and makes them to avoid conflict is not optimal in reflecting the public satisfaction, however it is good in its implementation. People feel satisfied and makes them follow the rules has also been good in practice. Furthermore, people feel satisfied and makes them increase their initiative is considered strong in reflecting public satisfaction and is already good on its implementation. people feel satisfied and make them proud of the officers work is also seen strong in reflecting public satisfaction, however it is still not optimal in practice. Based on these findings, the researcher suggests to optimize people's satisfaction and pride to the officers' work by providing a good services along with integrity, discipline and empathy.

The results of this study are in line with Wahab (2005: 1) who stated that the reform of the public service should be directed to examine and restore a wide range of imperfect policies both in the past and present and mechanisms existing institutional arrangements. More specifically, the reform of public services must covers a fundamental change in administrative work, bureaucratic culture, and the working procedure of agencies / departments to enable the development of leadership character of entrepreneurship in the public bureaucracy and provide public services that are responsive, competitive and valuable for society. This finding also supports the results of research conducted by Ida Manullang (2008), Adi Prasetyo (2008), K. Ravichandran et al (2010), Anber Abraheem Shlash and Shireen Mohammad Yaseen Mohammad Alhamadani (2011), Rahim Mosahab, PhD (2010), Ishfaq Ahmed (2010), Lars Nilsson (2006), Nek Yeop Kamal Yunus, PhD (2010), as well as Muzahid Mohammad Akbar and Noorjahan Parvez (2009) who found that the service quality has a significant effect on satisfaction.

2.2 The Effect of Public Services Quality on public trust of Samsat (One Roof System) Office of Kendari.

The results showed that the public services quality does not give direct significant effect on public trust on the Samsat Office of Kendari. This is quite reasonable because the quality of public services, especially the efficiency factor is still not optimal in its implementation which is reflected from the slow respond services, unreasonable cost, convoluted bureaucracy and unclear standard service completion as well as the persistence of illegal fees. The implications of these public services quality can not increase public trust which is reflected by the public low trust in service personnel.

The results of this study cannot support the Kotler (2007: 46) who stated that the quality of service is a service provided by a body in an attempt to foster trust in the community. It also cannot support Jasfar (2005) who found a significant correlation between the quality of service and the public trust. In addition, this study does not support the results of research conducted by Nabaasa and Musinguzi (2009), Enggie Rucitra Mulyana (2010) and Atefeh Maghzi (2011) who found the significant effect of service quality on trust.

2.3 The Effect of Public Satisfaction on public trust in Samsat Office of Kendari

The results showed that public satisfaction has direct and significant effect on public trust in the Samsat Office of Kendari. This finding is very reasonable since the public satisfaction is considered as good in its implementation if it is observed from some indicators namely; people appreciates (respect) to officers, people feel satisfied and makes them follow the rules, people feel satisfied and make them proud of the officers work, people feel satisfied and makes them increase their initiative, people feel satisfied and makes them to avoid conflict.

People appreciates (respect) to officers is seen strong in reflecting public satisfaction and is also the best in its implementation. Then, people feel satisfied and makes them to avoid conflict is not optimal in reflecting the public satisfaction, however it is good in its implementation. People feel satisfied and makes them follow the rules has also been good in practice. Furthermore, people feel satisfied and makes them increase their initiative is considered strong in reflecting public satisfaction and is already good on its implementation. people feel satisfied and make them proud of the officers work is also seen strong in reflecting public satisfaction, however it is still not optimal in practice. The implications of these public satisfaction conditions can increase the public trust which is reflected by trust in the officer's services indicator and trust in the service facilities indicator.

Trust in the service facilities is considered very strong in reflecting public trust and the best in its implementation. However, trust in the officer's services is not optimal in reflecting public trust and is still not optimal implementation.

The results of this study supports Garbarino and Johnson (2009) who viewed the different roles in customer relationships which means that satisfaction plays an important role on the public trust. These findings also support the notion of Aryani P, E. (2008) who stated that there is a significant relationship between satisfaction and public trust as well as satisfaction has significant positive effect on trust. Public satisfaction will foster public trust (Ah-Keng You and Elizabeth, 2006; Nabaasa and Musinguzi, 2009; Donald L. Ferrin, 2008; Nur Hayati, 2011)

2.4 The Role of Public Satisfaction in mediating the effect of public services the quality on public trust in Samsat Office of Kendari

Based on the results, public satisfaction mediates the effect of public services quality on public trust in the Samsat Office of Kendari. It indicates that descriptively public satisfaction is considered as good in its implementation if it is observed from some indicators namely; people appreciates (respect) to officers, people feel satisfied and makes them follow the rules, people feel satisfied and make them proud of the officers work, people feel satisfied and makes them increase their initiative, people feel satisfied and makes them to avoid conflict

People appreciate (respect) to officers is seen strong in reflecting public satisfaction and is also the best in its implementation. Then, people feel satisfied and makes them to avoid conflict is not optimal in reflecting the public satisfaction, however it is good in its implementation. People feel satisfied and makes them follow the rules has also been good in practice. Furthermore, people feel satisfied and makes them increase their initiative is considered strong in reflecting public satisfaction and is already good on its implementation. people feel satisfied and make them proud of the officers work is also seen strong in reflecting public satisfaction, however it is still not optimal in practice.

Furthermore, public satisfaction strengthens the influence of public services quality on the public trust. In this case, public trust is intensified through the increase of public satisfaction as a consequence of public services quality. The good quality of public services are reflected through accountability, responsiveness, orientation to service and efficiency indicators.

Accountability is related to the appropriate procedures applied by public services in Samsat Office of Kendari which cover normative value of public service, provide solutions for public problems, and provide a public interests oriented service as well as providing a good quality and dynamic employees at Samsat Office of Kendari. Responsiveness relates to responsible employees who can understand the needs of public in their service, have arranged and structured services agenda, and develop programs in accordance to the needs of society. Services oriented related to main task of employees at Samsat Office of Kendari which focus on serving the community by providing best public services. They must not be interrupted by other duties outside their public service activity and they dedicate themselves to serve the community. Efficiencies associated with providing responsive public services at a reasonable cost, straightforward bureaucracy, the clear standard of completion time, and provide a free illegal levies service.

The results support previous research conducted by Muzahid Mohammad Akbar and Noorjahan Parvez (2009) who found that satisfaction may mediate the effect of service quality on trust.

III. Limitations Research

The researcher realizes that this study cannot be separated from various limitations. The limitations in this research includes:

- a. This study is limited to only one service institutions which still opens the gap for the further broader scope research like all the local government institution that provide services for community.
- b. The observed indicators of each variable in this study namely service quality variable, public satisfaction variable, and public trust variables were justified limited to one expert opinion which makes it possible to carry out exploration on multiple expert opinion. This elaboration is expected to produce new indicators in the observed variables.
- c. The Analysis in this study has not been conducted in a reciprocal relationship between public satisfaction with trust which allow it to be developed in future research.

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