

# Building Public Satisfaction With Marketing Communication Strategy And Service Quality

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<https://doi.org/10.24198/jmk.v7i2.40431> [Building public satisfaction with marketing communication strategy and service quality Christina Esti Susanti1, Veronika Agustini Srimulyani2, Yustinus Budi Hermanto3, Laurensius Anang Setiyo Waloyo4 1,2,4Widya Mandala Surabaya Catholic University, Surabaya, Indonesia 3Darma Cendika Catholic University, Surabaya, Indonesia](#) [ABSTRACT Marketing starts from communicating information related to products and services to the right consumers. Marketing communication is a combination of two studies, namely communication, and marketing. Excellent service quality \(ESQ\) is an important relationship marketing activity influencing customer satisfaction. In the public sector, there are increasing public demands on the quality of services provided, especially in urban areas that are very easily accessible with the development of information technology and the increasing level of public education. This study aims to provide insight into the importance of marketing communication strategies and ESQ in the public sector to public satisfaction by taking the object of research of the Department of Communication and Information Technology \(IT\) of Madiun City. The study used a quantitative approach and questionnaires as a data collection tool. The research sample of 304 people represented three sub-districts included in the Madiun City area. The data analysis techniques used are simple linear regression & multiple linear regression analysis. The test results of this study show that the dimensions of ESQ consisting of tangible, reliability, responsiveness, assurance, & empathy, both simultaneously and partially have a positive and significant impact on the satisfaction of the community who use the services of the Department of Communication & IT in Madiun City. The results of this study show the importance of marketing communication strategies and assessment of excellent service quality as an effort by the public sector to increase public](#)

satisfaction. Marketing communication strategies can also support government efforts in building regional branding. Keywords: Excellent service quality; community satisfaction; guarantees; marketing; communication Membangun kepuasan publik dengan strategi komunikasi pemasaran ABSTRAK dan kualitas pelayanan Pemasaran dimulai dari aktivitas mengkomunikasikan informasi terkait produk serta layanan kepada konsumen yang tepat. Komunikasi pemasaran merupakan perpaduan dari dua kajian, yaitu komunikasi dan pemasaran. Excellent service quality (ESQ) merupakan merupakan aktivitas relationship marketing yang penting dalam memengaruhi kepuasan pelanggan. Pada sektor public, terdapat peningkatan tuntutan masyarakat pada kualitas pelayanan yang disediakan, terutama di perkotaan yang sangat mudah terjangkau dengan adanya perkembangan teknologi informasi, dan meningkatnya tingkat pendidikan masyarakat. Tujuan dari kajian ini adalah memberikan wawasan pentingnya strategi komunikasi pemasaran dan ESQ pada sektor public terhadap kepuasan masyarakat dengan mengambil obyek penelitiannya masyarakat pengguna jasa Dinas Komunikasi dan Teknologi Informatika (TI) Kota Madiun. Penelitian menggunakan pendekatan kuantitatif dan menggunakan kuesioner sebagai alat pengumpulan data. Sampel penelitian sebanyak 304 orang mewakili 3 kecamatan yang masuk dalam wilayah Kota Madiun. Teknik analisis data menggunakan analisis regresi linier sederhana dan regresi linier berganda. Temuan penelitian ini membuktikan bahwa dimensi ESQ yang terdiri dari bukti fisik, reliabilitas, responsif, jaminan, dan empati, baik secara simultan maupun secara parsial memiliki pengaruh positif signifikan terhadap kepuasan masyarakat pengguna jasa Dinas Komunikasi dan TI Kota Madiun. Hasil penelitian ini menunjukkan pentingnya strategi komunikasi pemasaran dan penilaian kualitas pelayanan prima sebagai upaya sektor public meningkatkan kepuasan masyarakat. Strategi komunikasi pemasaran juga dapat mendukung upaya pemerintah dalam membangun branding wilayah. Kata-kata kunci: Kualitas pelayanan prima; kepuasan masyarakat; jaminan; pemasaran; komunikasi

Correspondence: Dr. Christina Esti Susanti, MM., CPM (AP), Business Faculty, Widya Mandala Surabaya Catholic University: Dinoyo 48A, Surabaya City, 63131. Email: susantiesti@yahoo.com Submitted: July 2022, Revised: April 2023, Accepted: April 2023, Published: April 2023 ISSN: 2548-3242 (printed), ISSN: 2549-0079 (online). Website: <http://jurnal.unpad.ac.id/manajemen-komunikasi> Register with CC BY NC SA license. Copyright © 2022, the author(s)

**INTRODUCTION** Every organization needs to make improvements as a form of organizational change from the present to the future with various goals and government organizations (Gusmarani & Rajiyem, 2022). Today, the demands for quality in implementing services to every organization, including government agencies, are significantly increased. The quality of service is an important part of public service, where the term quality of public service cannot be separated from the user's perception of the quality of service (Abror & Hidayah, 2021). Government or private agencies must provide excellent services to support the effectiveness of performance and the acquisition of desired benefits. Governments, through agencies, departments, and ministries, are tasked with providing information and services to each user of their respective services. As a result, users of those services assess their performance (Hidayati, 2014). Public demands on the quality of public services are increasing, especially in urban areas that are very easily affordable with the development of technology, information, and increasing levels of public education. The positive impact of information technology on public services is to foster public confidence in public services from the government. It also means that the quality of public services depends on the attitude and treatment of human resources in government agencies in fulfilling duties and responsibilities to the community and providing community satisfaction to realize the continuous improvement of community welfare. It means that the quality of public services is a

dynamic condition in which there is a close relationship with people, services, products, processes, and the environment in which quality assessment is determined when public services are provided. The results of an empirical study on public organizations conducted by Sugiono & Puspitasari (2021) concluded that there is an urgency for public sector organizations to build and communicate organizational identity so that a positive reputation is built on stakeholders and builds bonds between them. Therefore, marketing and communication are very important standard requirements for effective service delivery to the government (Head, 2007). Marketing communication is a volatile, changing, and dynamic activity of every organization. Every organization, including public sector organizations, needs a marketing communication strategy to improve, advance, and promote the products or services provided. In modern marketing, promotion is the most common strategy organizations use to lure customers. Communication is a fundamental component of society, the basis of social relationships among people (Pasquier & Villeneuve, 2017); communication is needed to overcome social problems surrounding life between individuals, groups, and institutions (Gemiharto & Juningsih, 2021). Marketing communication is a strategic process to select, develop, implement, evaluate, and coordinate with all organization stakeholders for a certain period (Kushwaha et al., 2020). Marketing communication theory states that an organization's external, internal, and interactive marketing activities shape the perception of the organization's customers, employees, and brand (Zephaniah et al., 2020). [research has barely kept pace with these changes especially as it has to do with marketing communication strategies. Thus, this paper examined how customers' perceptions of banks marketing communication tools influence customer loyalty. 313 valid responses were obtained from Nigerian bank customers through a survey questionnaire. The partial least squares structural equation modelling \(PLS-SEM\).](#) The theory also describes service brands as playing an integrated role in aligning brand perceptions and attitudes of customers, employees, and organizations. Public relations (PR) and brand communication are integral aspects of marketing communications that strategically disseminate information about the institution's nature, values, and offerings (Adeola et al., 2022). The role of marketing is very important and strategic in marketing, including [in the public sector. The](#) main goal of [public sector](#) marketing [is](#) to create, communicate, deliver, and provide a value offer for consumers. Public sector marketing is needed based on public services often faced by people who need satisfaction services. However, the public is often dissatisfied with the services provided [in the public sector. Public](#) organizations [have](#) more opportunities [to](#) introduce elements of differentiation into the services provided while adhering to basic or minimal services as legally established, for example, in the form of providing complementary or free services or differentiating prices or access to services (Pasquier & Villeneuve, 2017). Therefore, in developing public sector marketing, it is necessary to know and pay attention to several things, such as consumer wants and needs, service costs, convenience, communication, and service time. Service branding communication is an important factor in building the branding of a region. In practice, implementing service branding in the local area is not easy. City branding is part of the city's marketing strategy, so it requires a complex strategy to benefit the local area truly and requires an integrated, sustainable and dynamic process because it involves city stakeholders (Rahmanto, 2015). Marketing to the public. communication plays an important and vital Madiun City's government also strives role in the organization's marketing efforts. to provide services with facilities that follow The components of marketing communications technological developments, especially in include advertising through the media, establishing Madiun City as a Smart City. The promotions, loyalty programs, sponsorship, PR, concept of a dynamic smart city focuses on direct marketing, and expository organization innovation, solutions, and

optimal utilization of products or services (Shrivastava & Dawle, of human and technological resources. The 2020). Government leaders and public sector Department of Communication and Information leaders under them are very interested in all Technology (IT) in Madiun City has the task dimensions of communication and marketing of facilitating the application of information because marketing techniques are powerful technology in implementing government in influencing the communities served (Head, (e-Government) in Madiun City. The two main 2007). There is a need in the service sector to roles of the Department of Communication and create relationships with the public becomes IT in Madiun City in realizing this is: First, more important because service providers do building Communication and IT infrastructure not offer material products, but rather every for all Regional Devices in the Government professionalism of services is carried out environment, and Second, building an ecosystem (Dhanesh & Duthler, 2019). of information technology and its governance. One of the government's strategies for The Department of Communication and IT in realizing governance is using information and Madiun City is a leading sector that handles communication technology, or e-Government information technology management in the (Mahdanisa & Nurlim, 2018). One of the efforts Madiun City Government. It is responsible that the government can make in meeting the for integrating e-Planning, e-Budgeting, and demands of the community is to optimize the use E-Contract applications. of communication and information technology Pasquier & Villeneuve (2017) state that so that the advancement of information public marketing involves marketing services technology can provide the greatest benefit for provided by public organizations. The first step the benefit of the community. Governments can to marketing success is to understand the will use integrated marketing communications by and desires of the community so that public using the Internet to promote services provided service agencies must be able to understand what is needed and desired by a community in the bureaucracy that can create a service system and also products or services that can really be useful for the community served. Furthermore, efforts to make changes and breakthroughs in the bureaucracy by providing free services for the community so they no longer need to pay. That way, public satisfaction with public sector services can be guaranteed. Then, in the public sector, convenience is also an important key in marketing. The ability [to provide a sense of](#) comfort [to the](#) wider [community](#) who need [the](#) help [of](#) agencies from the public sector is an important capital in marketing success. Meanwhile, communication is no less important because it is part of the skills that must be mastered in marketing, mainly to provide services at the front desk directly face- to-face with people in need. Services in the public sector should not take too long. Service that is too long does not show any breakthroughs and innovations in public services in the public sector. It can lead to public sector marketing that does not work as expected. Marketing in the public sector must show time effectiveness in service and produce certain products, such as identity cards. Therefore, a study of customer satisfaction on service quality is needed to review the performance of administrative services. Referring to the report on the results of the 2019 public satisfaction survey (Kominfo, 2020) obtained information about the value of the community satisfaction index is 83.25 with a rating of good performance, indicating the increase in [services of the Department of Communication](#) and [IT in Madiun City](#) compared to [the results of the](#) 2018 survey, which is 82.80 with category good. Table 1 shows that the highest value is the cost/tariff element, with a value of 96.56. The quality of public services provided by local governments in both cities and districts in Indonesia can increase community satisfaction and public confidence in local governments, such as basic needs services, education, and health. It shows that every respondent who gets public services at [the Department of Communication](#) and [IT in Madiun City](#) is free [of](#) charge. [The](#) element with the lowest value Table 1. Public

Satisfaction Index [of The Department of Communication and IT in Madiun City](#) (2019) Code Items Mean Index A Terms of service B Systems, mechanisms, and procedures C The time of the service D Fees/rates E Products/service results F Employee competence G Employee behavior H Complaint handling I Facilities and infrastructure Total Items 3.26 3.33 3.29 3.86 3.24 3.26 3.26 3.26 3.22 9 81.41 83.13 82.19 96.56 80.94 81.46 81.51 81.56 80.47 Total 3.33 83.25 is service completion time, which is 80.47. and IT Services in Madiun City. The results of The value belongs to the good category, but this study are expected to be an overview of it needs to be a concern of the Department the level of public satisfaction with aspects of Communication and IT in Madiun City to of excellent service quality, which includes continue to be improved. Nine (9) indicators aspects: of tangibles; reliability; responsiveness; (elements) of public services (table 1) contained assurance; empathy; and indicators of public in Permenpan and RB No.14, 2017, become a satisfaction adopted from indicators that have benchmark for service quality as an evaluation been used by the Department of Communication material for [the Department of Communication and IT in Madiun City](#) in conducting public and IT in Madiun City to improve the quality satisfaction index surveys, including terms of of public services sustainably so that the service; systems, mechanisms, and procedures; satisfaction of the people of Madiun City the time of the service; fees/rates; products/ increases. service results; employee competence; Some previous empirical studies (Bashir employee behavior; complaint handling; & Machali, 2012; Gilaninia et al., 2013; facilities and infrastructure. Hidayati, 2014; Desiyanti et al., 2018; Kelil, Quality of service is a demand for 2018; Getahun, 2019; Ofosu-Boateng & accountability in an institution. The quality of Acquaye, 2020) show that the quality of customer service has become one of the most service positively affects customer satisfaction. discussed and urgent issues discussed and Another study (Yusuf, 2017) shows that public pursued in public organizations and companies. satisfaction mediates the effect of public Customer or client service includes providing service quality on public trust in Samsat Office services before, during, and after purchasing Kendari City. Therefore, to further increase a product or service. Service quality becomes the Satisfaction of Madiun City's people with important when the organization gets pressure the quality of service of front liner employees related to service quality demands and customer and Community Information Groups (CIG) as complaints. The quality of service component reliable information and communication agents becomes necessary for survival among the to the public in Madiun City. increasing levels of competition that are getting This study aims to analyze the impact tighter (Abd Rashid, 2008). of excellent service quality on community Excellent service is the service that satisfaction in the Department of Communication best suits expectations and customer needs. Excellent service can also be said to be a service that meets the quality standards set by the organization. Services that meet these quality standards can impact customer satisfaction or public satisfaction. Excellent service can be said to be more service than expected by uploaders, considering time, accuracy, security, comfort, quality, cost, process, and customer satisfaction (Frimayasa, 2017). Excellent service quality is the expected level of perfection and control over the level of service perfection to meet customer desires. Today excellent service quality has been widely realized by managers of various organizations because it can increase customer satisfaction, and satisfied customers are the key to the long-term relationship of organizational success (Zeithaml et al., 1996). It has been proven in various empirical studies, such as (Bashir & Machali, 2012); (Desiyanti et al., 2018)Customer Delight and Loyalty of Customers of LPD Desa Adat Sembung and LPD Desa Adat Seseh. The population in this research is all customer of LPD Sembung and Seseh Adat Customers who become customer from LPD stand up until 2015 with total population amounted to 2301 customers. Sampling used Slovin formula, which

amounted to 95 customers. The analysis technique used in this research is structural equation modeling (SEM; (Kelil, 2018); (Getahun, 2019); (Ofosu-Boateng & Acquaye, 2020); that the better the quality of service, it can significantly increase customer satisfaction. Public services define public services as a series of activities to meet the need for services that refer to the laws and regulations for every Indonesian citizen and resident of goods, services, or other administrative services provided by public service providers (Law 25/2009, 2009). The local government carries out two main functions: the regulatory and service. These two functions are related to the life of the people of the nation and state and all other aspects of life, where the implementation is given to the civil apparatus of the state that is functionally responsible. The quality of service becomes an important part of public services; the term "quality of public service" indeed cannot be separated from the perception of service quality. The quality of public services depends on the attitude and treatment of government agencies in fulfilling their responsibilities and authority to the community and satisfying the public so that public welfare is continuously improved. When buying a product or service, the customer has expectations that go beyond purchasing and seeking, from acquisition to achieving satisfaction (Mohamed et al., 2022). Customer satisfaction can be defined in various situations related to goods and services. Customer satisfaction is the feeling or attitude towards a product or service after use. services in accordance with the type of service; Customer satisfaction is the result of marketing clarity of service officers, namely the existence activities that act as a bridge of communication and certainty of officers who provide services from different stages of consumer purchasing (name, position, authority, and responsibilities; behavior. Customer satisfaction reflects the the discipline of service officers, namely the degree to which a consumer believes that using or seriousness of officers in providing services, possessing a specific service will evoke positive especially to the consistency of working time feelings. There are three general components in accordance with applicable provisions; the of the definition of consumer satisfaction: responsibility of the service officers, namely emotional or cognitive responses; responses the clarity of authority and responsibility of the related to something such as expectations, officer in the implementation and completion products, or consumption experience; and; of the service; the ability of service personnel, the response that occurs at a certain time, namely the level of expertise and skills possessed i.e., after consumption, after choice, based on by officers in providing/completing services to accumulated experience (Giese et al., 2009). the public; speed of service, which is the target Public satisfaction is the community's service time, can be completed within the time opinion in obtaining services from public service specified by the service provider unit; justice providers by comparing their hopes and needs gets services, namely the implementation of (Permenpan No 16, 2014). Based on the Decree services by not distinguishing the class/status of the Minister of State Apparatus Utilization of the public served; courtesy and friendliness Number Kep/25/M.PAN/2/2004 concerning of officers, namely the attitude and behavior General Guidelines for the Preparation of the of officers in providing services to the pubic Public Satisfaction Index of Government Agency in a polite and friendly manner and mutual Service Units, the benchmark for assessing the respect and respect; fairness or justice of level of quality of public services consists of the service costs, namely the affordability of the following indicators (Kemenpan : KEP/25/M. public to the number of costs set by the service PAN/2/2004): procedures of service, namely unit; certainty of service costs, namely the the ease of service stages provided to the public, conformity between the fees paid and the costs are seen as the simplicity of the service flow; that have been set; certainty of service schedule, requirements of service, namely technical and namely the implementation of service time in administrative requirements needed to obtain accordance with the provisions that have

been set; environmental comfort is the condition of clean, neat, and orderly service facilities and infrastructure to provide a sense of comfort to service recipients; service security guarantees the level of environmental security of the service provider unit or the facilities used so that the public feels calm to getting services despite the resulting risks from the implementation of services. Customers evaluate the services provided by service providers based on the following five factors (Parasuraman et al., 1985): First, tangibles are defined as the physical appearance of facilities, equipment, staff, and written materials. In service organizations, customers often rely on tangible evidence surrounding the service to form their evaluation. So, tangibles can take the form of equipment, physical facilities, personnel, and means of communication and services needed to guard against various dangers and risks of crime; reliability: the ability to provide what was promised dependably and accurately. Second, reliability is defined as the ability of service providers to provide committed services truthfully and consistently. In public organizations, the reliability dimension is defined as the ability of a public service unit to provide services expected by the public (Blery et al., 2009); Third, responsiveness: is the willingness to help customers promptly. In public organizations, this dimension can be a willingness to adapt to helping citizens take responsibility for providing a quality service. Not all residents have a patient nature, and there are times when they are upset. For example, there are old or bad services on the part of service personnel. Conversely, suppose the service officer is responsive and fast in handling citizen complaints during the service process. In that case, it will also provide good things or good assumptions for the residents served to cause a comfortable and good image of the service. Fourth, assurance: the knowledge and courtesy you show to customers and your ability to convey trust, competence, and confidence. In public organizations, this dimension of assurance can be in the form of good knowledge and skills from the apparatus when providing services and the friendly attitude, behavior, and responsiveness of service providers. Fifth, empathy; The degree of caring and individual attention you show customers. In public organizations, this dimension can be an action to find out the needs and difficulties experienced by customers by listening to and responding to people's wishes and aspirations and availability in providing the latest information to the public. It is easy to make contacts and approaches by being honest with each effort to attract the public's trust. Customer expectations are beliefs about the service's operation that form the basis of assessing the service's performance. The quality of service is closely related Customers expect customer expectations for to a person's satisfaction level. It is evidenced the organization's ability to provide services. empirically in government organizations in Therefore, the first step in providing excellent Malang that there is a significant positive service, the service provider must know the influence on the dimensions of service customer's expectations. Misunderstanding quality (tangible, reliability, responsiveness, customer needs losing customers because assurance, empathy) on customer satisfaction, service providers can less satisfy customer both simultaneously and partially (Hidayati, needs. In addition, it causes service providers 2014). Understanding customer wants and to spend money, time, and other resources due needs, providing convenience in service, to customer dissatisfaction. Perceived service conducting effective communication with quality is a factor in customer satisfaction customers, paying full attention to customer (Zeithaml et al., 1996). Customers have different complaints, and understanding customers' expectations, and their evaluations may also needs will increase customer satisfaction. It is change over time. So, various studies on quality supported by previous empirical studies (Bashir and satisfaction are based on the perception of & Machali, 2012; Gilaninia et al., 2013; Kelil, customer service. 2018; Desiyanti et al., 2018; Getahun, 2019; Public services are one of the tasks that Ofosu-Boateng & Acquaye, 2020)

showing local governments cannot ignore because if that service quality positively impacts customer there is stagnation in one component alone, it satisfaction. It indicates that the quality of is almost certain that all sectors will be affected. service is very important to be managed if you Therefore, there needs to be good planning and want the satisfaction felt by the public. even need to be formulated service standards in Based on the description, the hypothesis the community in accordance with the authority is formulated as follows: H1: Tangibles, given by the central government to the regional reliability, responsiveness, assurance, and government. Suppose the quality of public empathy simultaneously have a significant services is low. In that case, it will worsen the impact on public satisfaction; H2: Tangibles government's image in the community, and vice have a significant and positive impact on public versa, if the quality of excellent service will satisfaction; H3: Reliability have a significant improve the government's image in the public's and [positive impact on public satisfaction](#); H4) eyes. [Responsiveness has a significant and positive](#) Figure 1 Research Model impact on public satisfaction; H5: [Assurance has a significant and positive impact on public satisfaction](#); H6: [Empathy has a significant and positive impact on public satisfaction](#). Figure 1 shows that tangibles, reliability, responsiveness, assurance, and empathy, which are dimensions of service quality, will affect public satisfaction. The public will compare the perceived performance level with the desired expectation level. Suppose the perceived level of performance is in accordance with or exceeds the desired level of expectations. In that case, the public tends to be satisfied or very satisfied with the services provided. RESEARCH METHODS This [study used a quantitative approach](#), using [questionnaires as a data collection tool](#), which was disseminated offline and online. The population in this study is the public located in 3 sub-districts located in the Madiun City area (Taman, Manguharjo, Kartoharjo). Sample determination uses the Slovin formula, with a sample target of at least 100 respondents in each sub-district. The data analysis techniques used in this study are quantitative analysis in the form of descriptive statistics and inferential statistics. The descriptive statistical analysis aims to describe the data collected and presented in numbers without intending to make generally accepted conclusions, and the results are described descriptively (Sugiyono, 2006). Inferential statistics explain the impact of excellent service quality on public satisfaction with [the Department of Communication and IT Services in Madiun City](#) using simple linear regression analysis and multiple linear regression. Operational definitions and indicators of excellent service quality and public satisfaction are presented in Table 1. Table 1 Operational & Measurement Indicators of Variables Operational of Variable Measurement of Variable Excellent service quality is the perfection and control expected over the perfection of public services to meet the public's desires as customers. Tangibles Reliability Responsiveness Assurance Empathy Public satisfaction is the assessment of the public in Terms of service [obtaining services from public service providers by](#) Systems, mechanisms, [and](#) procedures; comparing their hopes and needs. The time of the service; Fees/rates; Products/service results; Employee competence; Employee behavior; Complaint handling; Facilities and infrastructure The measurement scale uses [the Likert scale, ranging from strongly disagree \(1\), Disagree \(2\), agree \(3\), and strongly agree \(4\)](#). RESULTS AND DISCUSSIONS [The](#) selected research sample is a community that has used the Department of Communication and TI services in Madiun City. Data collection techniques are carried out by distributing questionnaires with quota sampling. The number of questionnaires distributed to each sub-district area (Taman, Manguharjo, and Kartoharjo) is 115 questionnaires, so the total number of questionnaires distributed is 315 copies. Respondents completed as many as 304 questionnaires or 96.51 percent of the total questionnaires distributed. The number of questionnaires not returned to researchers was as many as 11 or 3.49 percent. [Based on the results of the](#) distribution of

questionnaires, [the](#) characteristics of [respondents](#) grouped by age, gender, highest education, and the main occupation of the respondents can be known in Table 2. The results of the instrument test and the hypothesis test are presented in Figure 2. The value of public response to the quality of service and the level of public satisfaction in [the Department of Communication and IT in Madiun City](#) is shown in Table 4. The scale range used is calculated from  $(4-1)/4 = 0.75$ , which can be seen in Table 3. The average public response to the quality of service [of the Department of Communication and IT in Madiun City](#) consists of measuring in five dimensions: tangibles, reliability, responsiveness, assurance, and empathy is very high (3.28), with the highest average value located in the dimension of assurance (3.37) and the second-order is the empathy dimension Table 2 Characteristics of Respondents

Characteristics	Number	Percentage Respondents (%)
Age		
<20 years	2	0.66
20-29 years	33	10.85
30-39 years	64	21.05
40-49 years	105	34.54
> 50 years	100	32.90
Gender		
Man	179	58.88
Female	125	41.12
Education		
high school	98	32.24
D1, D2, D3, D4	85	27.96
S1	100	32.90
S2	21	6.90
Occupation		
ASN/TNI/ Police	173	56.91
Private Employees	53	17.44
Entrepreneurial	43	14.14
Student	35	11.51

Source: Research Results, 2022

Table 3 Scale Range

Scale Range	Criterion
1.00- 1.75	Very low (VL)
>1.75 – 2.50	Low (L)
>2.50-3.25	High (H)
>3.25-4.00	Very high (VH)

(3.31); the third orderlies in the reliability dimension (3.25); the following order with the same value (3.23) lies in the tangibles and responsiveness dimensions. The overall level of public satisfaction is very high (3.34), with the highest average score in the fees/rates aspect (3.78); The second orderlies in the aspect of complaint handling (3.47), while the lowest Table 4 Average Value of Excellent Service Quality and Public Satisfaction Variable

Mean	Criterion
Excellent	<a href="#">Service Quality Tangibles Reliability Responsiveness Assurance Empathy Public Satisfaction</a>
Terms of service	Systems, mechanisms, and procedures
The time of the service	Fees/rates
Products/service results	Employee competence
Employee behavior	Complaint handling
Facilities and infrastructure	3.28 3.23 3.25 3.23 3.37 3.31 3.34 3.14 3.23 3.14 3.78 3.17 3.19 3.14 3.47 3.12
	VH H H H VH VH VH H H H VH H H H VH H

Source: Research Results, 2022

value (3.12) lies in the aspect of facilities and infrastructure. The results of the instrument and hypothesis test are presented in Figure 2. The validity test with product-moment correlation, while reliability tests use the Alpha-Cronbach test. In the test of the instrument's validity, it is calculated to be  $> 2.00$  with a p-value of  $< 0.01$  (figure 2) so that all measurement items of the research variable meet the validity requirements. The results of the instrument reliability test can be seen in Table 5. Table 5 shows that the Alpha Cronbach value of each research variable  $> 0.70$  so that Source: Research Results, 2022

Figure 2	Estimated Model	Table 5 Reliability Test Results	Variable	Cronbach's Result
Alpha	Excellent Service	0.972	Reliable Quality Public Satisfaction	0.954

Reliable Source: Research Results, 2022

all variables in the study are otherwise reliable. Table 6 is shown the results of the 6th test hypothesis of this study. Table 6 illustrates the test results [of the effect of the excellent service quality dimension on public satisfaction, which shows the positive and significant influence of the dimensions of tangibles, reliability, responsiveness, assurance, and empathy on public satisfaction](#). Table 6 also shows the results of a simple regression analysis showing that the overall quality of excellent service affects positively and significantly public satisfaction. It means that all six hypotheses proposed in this study are accepted. Referring to Pasquier & Villeneuve (2017) show that communication strategies about the services of the Communication and Technology Office [of the Department of Communication and IT of Madiun City](#) can be grouped into three differentiations, namely services, price, and access to services well. It can be seen from the positive and significant influence of service quality on public satisfaction. Customer satisfaction requires meeting customer expectations of products and services (Oliver, 1997). It means that if the performance of services felt by the public is in

accordance with or exceeds the expectations of public services, the public will be satisfied. Service quality is closely related to customer Table 4 Average Value of Excellent Service Quality and Public Satisfaction Variable Unstandardized B t count Sig. Meaning Simple Regression Constant Excellent Service Quality Multiple Regressions Constant Tangibles Reliability Responsiveness Assurance Empathy F Count Adj. R2 0.402 19,692 0.898 145.467 0.347 0.219 0.134 0.207 0.258 0.095 18.889 8.685 4.899 5.913 25.493 8.216 6008.19 0.990 0.000 0.000 0.000 0.000 0.000 0.000 Significant Significant Significant Significant Significant Significant Significant Source: Research Results, 2022 satisfaction, so improving the quality of service also increases customer satisfaction. This study found that the quality of excellent service [of the Department of Communication and IT in Madiun City](#), seen from tangibles, reliability, responsiveness, assurance, and empathy both overall and partially, significantly affected the people's satisfaction with Madiun City (table 6). It is also shown to be very strongly Adjusted R2 (0.990); this means that the regression model is very fit because the results show that the ability of independent variables in this study affects dependent variables by 99 percent, while the remaining 1 percent (1 - 0.99) is explained by variables other than independent variables in the study. It is also supported by the results of respondents' responses that the overall excellent service quality is very high (3.28), followed by a very high level of respondent satisfaction (3.34). The results of the study are in line with previous empirical studies (Bashir et al., 2012; Gilaninia ad al., 2013; Kelli, 2018; Desiyanti et al., 2018; Getahun, 2019; Ofosu-Boateng & Acquaye, 2020), which proved service quality has [a positive and significant impact on customer satisfaction](#). Tangible dimensions (appearance of physicalelements),whichincludetheappearance of physical facilities, equipment, officers, and communication materials at [the Department of Communication and IT in Madiun City](#), are able to increase the satisfaction of the public users of these service services. Likewise, the reliability dimension includes the ability of the service to provide the promised services accurately and reliably, increasing the satisfaction of the public users of the service. The dimension of assurance can be seen in the officer's ability to answer all questions from the public related to shown by the ability of its human resources to the company, the officer's capability of carrying translate the service standards set by the Madiun out their work, and the officer's friendliness City government to the public. Public servants, in serving the public. Responsiveness can be from the beginning, must always be polite and seen from the availability of officers from friendly to the public. The friendliness and the Department of Communication and IT ability of officers to serve every question make in Madiun City service in helping the public, the public always feel satisfied when using the providing fast services, responding to complaints services of the Department of Communication and problems, and showing confidence and and IT in Madiun City. attitude to be ready to serve or help the public Tangibles are services that include the is also able to increase public satisfaction with provision of facilities, physical appearance, the institution. The results of this empirical cleanliness, neatness, comfort of the room, and study showed that the guarantee significantly the technology used. The results of this empirical impacted the public satisfaction of the public study prove that tangibles have a significant users of the Department of Communication and positive impact on public satisfaction. It IT in Madiun City. It means that assurance is shows that the physical appearance aspect of one of the factors that people pay attention to the Department of Communication and IT in in using the services provided. Officers who Madiun City Service is a concern for the public. can assure the public that the services provided Therefore, it is expected that the Department are safe, convenient services and have officers of Communication and IT in Madiun City will who are always on standby can always increase continue to maintain and improve the tangibles public

satisfaction. Empathy can be seen in the aspect in accordance with public expectations. friendliness of the officer in providing services In accordance with Kep/25/M.PAN/2/2004, and the language used by communicative aspects that need to be considered in the tangible officers or easy to understand. In addition, the dimension are 1) environmental comfort, ability of officers to understand customer needs namely the condition of clean, neat, and orderly and always prioritize customers. The results service facilities and infrastructure to provide showed that empathy had a significant positive a sense of comfort to service recipients; 2) the impact on public satisfaction with the service. appearance of officers and the clarity of service The quality of service in the Department of officers, namely the presence and certainty of Communication and IT in Madiun City is officers who provide services, such as name, position, and responsibility. Reliability is the ability to provide services as offered. The results of hypothesis testing prove that reliability has a significant positive impact on public satisfaction. Thus, the Department of Communication and IT in Madiun City is expected to continue to maintain services as promised and can improve innovation in services in accordance with the needs of the community. In accordance with Kep /25/M. PAN/2/2004, the ability of service personnel to complete services according to procedures, simpler service requirements, and officer discipline so that work in accordance with the target service time determined by the service provider unit needs to continue to be improved so that public satisfaction is increasing as well. The dimensions of the assurance include the ability to knowledge about products from officers, friendliness, attention and courtesy of officers in providing services, skills in providing information, and the ability to provide a sense of security to the Department of Communication and IT in Madiun City. The results showed that assurance had a significant positive impact on public satisfaction. Therefore, it is hoped that the Department of Communication and IT in Madiun City can continue to improve its ability to provide appropriate information and is needed by the public through its officers to increase public confidence in the Department of Communication and IT in Madiun City. As contained in Kep /25/M.PAN/2/2004, aspects of service security regarding the guaranteed level of security of the service provider unit or the means used so that the public feels calm to get services to the risks resulting from the implementation of services, is an aspect that still needs to be improved continuously, considering that the dimension of assurance has the most dominant influence compared to other dimensions of excellent service quality. Responsiveness is the response or alertness of officers in helping and providing services to customers, in this case, the public. The results of this empirical study show that responsiveness has a positive and significant impact on public satisfaction. Therefore, it is hoped that the Department of Communication and IT in Madiun City can continue to improve its ability to accommodate public complaints with advice boxes and provide solutions to improve the quality of service for public satisfaction. Improved officers' skills in providing or completing services to the public in accordance with Kep /25/M.PAN/2/2004. Empathy is the individual attention given by the institution to the public. The results showed that empathy had a significant positive impact on public satisfaction. Thus, the Department of Communication and IT in Madiun City is expected to continue improving its officers' communication skills and be willing to take the initiative to find complaints rather than only receiving public complaints. In accordance with Kep/25/M.PAN/2/2004, aspects of officers' guidance and friendliness require service personnel to behave politely, be friendly, and respectfully to the community and not distinguish the status of the public served. This dimension needs to be continuously improved so that public satisfaction increases. CONCLUSIONS The conclusions the results of the study are described as follows: First, tangible, reliable, responsive, assurance, and empathy simultaneously have a significant and positive impact on public satisfaction; Second,

tangibles have a significant and positive impact on public satisfaction; Third, reliability have a significant and positive impact on public satisfaction; Fourth Responsiveness have a significant and positive on public satisfaction; Fifth, assurance have a significant and positive impact on public satisfaction; Sixth, empathy has a significant and positive impact on public satisfaction. Referring to the conclusion of the results of this study, several things are recommended for the Department of Communication and IT in Madiun City, as follows: First, conduct optimal training periodically for officers, especially those who directly face the public in order to provide the best service; Second, increase the will and ability of officers in the knowledge, competence, courtesy, confidence of officers in serving the public because assurance has the most influence among other dimensions; Third, although the existing facilities and infrastructure are good, it still needs to be improved through the renewal of the facilities and infrastructure needed to support the completion of public services in a timely manner; Fourth, Similarly for the handling of complaints to continue to be improved for the convenience, security, and smoothness of public service users. A limitation of this research is that it has just examined the Department of Communication and IT in Madiun City, so it has not fully described the quality of service and public satisfaction with the services of the Madiun City government. Therefore, for further research, several things are recommended, as follows: First, increase the number of research samples by conducting studies in other agencies so that the generalization aspect is greater; Second, excellent service quality plays an important role in building public satisfaction; it is hoped that the results of this study can be used as a reference for future research to develop this research by considering other variables that are variables beyond the variables that have been included in this study, for example by adding public trust variables as a mediation of the influence of quality of service on public satisfaction.

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# Building Public Satisfaction With Marketing Communication Strategy And Service Quality

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## Building public satisfaction with marketing communication strategy and service quality

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### ABSTRACT

Marketing starts from communicating information related to products and services to the right consumers. Marketing communication is a combination of two studies, namely communication, and marketing. Excellent service quality (ESQ) is an important relationship marketing activity influencing customer satisfaction. In the public sector, there are increasing public demands on the quality of services provided, especially in urban areas that are very easily accessible with the development of information technology and the increasing level of public education. This study aims to provide insight into the importance of marketing communication strategies and ESQ in the public sector to public satisfaction by taking the object of research of the Department of Communication and Information Technology (IT) of Madiun City. The study used a quantitative approach and questionnaires as a data collection tool. The research sample of 304 people represented three sub-districts included in the Madiun City area. The data analysis techniques used are simple linear regression & multiple linear regression analysis. The test results of this study show that the dimensions of ESQ consisting of tangible, reliability, responsiveness, assurance, & empathy, both simultaneously and partially have a positive and significant impact on the satisfaction of the community who use the services of the Department of Communication & IT in Madiun City. The results of this study show the importance of marketing communication strategies and assessment of excellent service quality as an effort by the public sector to increase public satisfaction. Marketing communication strategies can also support government efforts in building regional branding.

**Keywords:** Excellent service quality; community satisfaction; guarantees; marketing; communication

## Membangun kepuasan publik dengan strategi komunikasi pemasaran dan kualitas pelayanan

### ABSTRAK

Pemasaran dimulai dari aktivitas mengkomunikasikan informasi terkait produk serta layanan kepada konsumen yang tepat. Komunikasi pemasaran merupakan perpaduan dari dua kajian, yaitu komunikasi dan pemasaran. Excellent service quality (ESQ) merupakan aktivitas relationship marketing yang penting dalam memengaruhi kepuasan pelanggan. Pada sektor publik, terdapat peningkatan tuntutan masyarakat pada kualitas pelayanan yang disediakan, terutama di perkotaan yang sangat mudah terjangkau dengan adanya perkembangan teknologi informasi, dan meningkatnya tingkat pendidikan masyarakat. Tujuan dari kajian ini adalah memberikan wawasan pentingnya strategi komunikasi pemasaran dan ESQ pada sektor publik terhadap kepuasan masyarakat dengan mengambil obyek penelitiannya masyarakat pengguna jasa Dinas Komunikasi dan Teknologi Informatika (TI) Kota Madiun. Penelitian menggunakan pendekatan kuantitatif dan menggunakan kuesioner sebagai alat pengumpulan data. Sampel penelitian sebanyak 304 orang mewakili 3 kecamatan yang masuk dalam wilayah Kota Madiun. Teknik analisis data menggunakan analisis regresi linier sederhana dan regresi linier berganda. Temuan penelitian ini membuktikan bahwa dimensi ESQ yang terdiri dari bukti fisik, reliabilitas, responsif, jaminan, dan empati, baik secara simultan maupun secara parsial memiliki pengaruh positif signifikan terhadap kepuasan masyarakat pengguna jasa Dinas Komunikasi dan TI Kota Madiun. Hasil penelitian ini menunjukkan pentingnya strategi komunikasi pemasaran dan penilaian kualitas pelayanan prima sebagai upaya sektor publik meningkatkan kepuasan masyarakat. Strategi komunikasi pemasaran juga dapat mendukung upaya pemerintah dalam membangun branding wilayah.

**Kata-kata kunci:** Kualitas pelayanan prima; kepuasan masyarakat; jaminan; pemasaran; komunikasi

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## INTRODUCTION

Every organization needs to make improvements as a form of organizational change from the present to the future with various goals and government organizations (Gusmarani & Rajiyem, 2022). Today, the demands for quality in implementing services to every organization, including government agencies, are significantly increased. The quality of service is an important part of public service, where the term quality of public service cannot be separated from the user's perception of the quality of service (Abror & Hidayah, 2021). Government or private agencies must provide excellent services to support the effectiveness of performance and the acquisition of desired benefits. Governments, through agencies, departments, and ministries, are tasked with providing information and services to each user of their respective services. As a result, users of those services assess their performance (Hidayati, 2014).

Public demands on the quality of public services are increasing, especially in urban areas that are very easily affordable with the development of technology, information, and increasing levels of public education. The positive impact of information technology on public services is to foster public confidence in public services from the government. It

also means that the quality of public services depends on the attitude and treatment of human resources in government agencies in fulfilling duties and responsibilities to the community and providing community satisfaction to realize the continuous improvement of community welfare. It means that the quality of public services is a dynamic condition in which there is a close relationship with people, services, products, processes, and the environment in which quality assessment is determined when public services are provided. The results of an empirical study on public organizations conducted by Sugiono & Puspitasari (2021) concluded that there is an urgency for public sector organizations to build and communicate organizational identity so that a positive reputation is built on stakeholders and builds bonds between them. Therefore, marketing and communication are very important standard requirements for effective service delivery to the government (Head, 2007). Marketing communication is a volatile, changing, and dynamic activity of every organization. Every organization, including public sector organizations, needs a marketing communication strategy to improve, advance, and promote the products or services provided. In modern marketing, promotion is the most common strategy organizations use to lure customers.

Communication is a fundamental

component of society, the basis of social relationships among people (Pasquier & Villeneuve, 2017); communication is needed to overcome social problems surrounding life between individuals, groups, and institutions (Gemiharto & Juningsih, 2021). Marketing communication is a strategic process to select, develop, implement, evaluate, and coordinate with all organization stakeholders for a certain period (Kushwaha et al., 2020). Marketing communication theory states that an organization's external, internal, and interactive marketing activities shape the perception of the organization's customers, employees, and brand (Zephaniah et al., 2020) research has barely kept pace with these changes especially as it has to do with marketing communication strategies. Thus, this paper examined how customers' perceptions of banks marketing communication tools influence customer loyalty. 313 valid responses were obtained from Nigerian bank customers through a survey questionnaire. The partial least squares structural equation modelling (PLS-SEM). The theory also describes service brands as playing an integrated role in aligning brand perceptions and attitudes of customers, employees, and organizations. Public relations (PR) and brand communication are integral aspects of marketing communications that strategically disseminate information about the institution's nature, values, and offerings

(Adeola et al., 2022).

The role of marketing is very important and strategic in marketing, including in the public sector. The main goal of public sector marketing is to create, communicate, deliver, and provide a value offer for consumers. Public sector marketing is needed based on public services often faced by people who need satisfaction services. However, the public is often dissatisfied with the services provided in the public sector. Public organizations have more opportunities to introduce elements of differentiation into the services provided while adhering to basic or minimal services as legally established, for example, in the form of providing complementary or free services or differentiating prices or access to services (Pasquier & Villeneuve, 2017). Therefore, in developing public sector marketing, it is necessary to know and pay attention to several things, such as consumer wants and needs, service costs, convenience, communication, and service time.

Service branding communication is an important factor in building the branding of a region. In practice, implementing service branding in the local area is not easy. City branding is part of the city's marketing strategy, so it requires a complex strategy to benefit the local area truly and requires an integrated, sustainable and dynamic process because it involves city

stakeholders (Rahmanto, 2015). Marketing communication plays an important and vital role in the organization's marketing efforts. The components of marketing communications include advertising through the media, promotions, loyalty programs, sponsorship, PR, direct marketing, and expository organization of products or services (Shrivastava & Dawle, 2020). Government leaders and public sector leaders under them are very interested in all dimensions of communication and marketing because marketing techniques are powerful in influencing the communities served (Head, 2007). There is a need in the service sector to create relationships with the public becomes more important because service providers do not offer material products, but rather every professionalism of services is carried out (Dhanesh & Duthler, 2019).

One of the government's strategies for realizing governance is using information and communication technology, or e-Government (Mahdanisa & Nurlim, 2018). One of the efforts that the government can make in meeting the demands of the community is to optimize the use of communication and information technology so that the advancement of information technology can provide the greatest benefit for the benefit of the community. Governments can use integrated marketing communications by using the Internet to promote services provided

to the public.

Madiun City's government also strives to provide services with facilities that follow technological developments, especially in establishing Madiun City as a Smart City. The concept of a dynamic smart city focuses on innovation, solutions, and optimal utilization of human and technological resources. The Department of Communication and Information Technology (IT) in Madiun City has the task of facilitating the application of information technology in implementing government (e-Government) in Madiun City. The two main roles of the Department of Communication and IT in Madiun City in realizing this is: First, building Communication and IT infrastructure for all Regional Devices in the Government environment, and Second, building an ecosystem of information technology and its governance. The Department of Communication and IT in Madiun City is a leading sector that handles information technology management in the Madiun City Government. It is responsible for integrating e-Planning, e-Budgeting, and E-Contract applications.

Pasquier & Villeneuve (2017) state that public marketing involves marketing services provided by public organizations. The first step to marketing success is to understand the will and desires of the community so that public service agencies must be able to understand

what is needed and desired by a community in the bureaucracy that can create a service system and also products or services that can really be useful for the community served. Furthermore, efforts to make changes and breakthroughs in the bureaucracy by providing free services for the community so they no longer need to pay. That way, public satisfaction with public sector services can be guaranteed.

Then, in the public sector, convenience is also an important key in marketing. The ability to provide a sense of comfort to the wider community who need the help of agencies from the public sector is an important capital in marketing success. Meanwhile, communication is no less important because it is part of the skills that must be mastered in marketing, mainly to provide services at the front desk directly face-to-face with people in need.

Services in the public sector should not take too long. Service that is too long does not show any breakthroughs and innovations in public services in the public sector. It can lead to public sector marketing that does not work as expected. Marketing in the public sector must show time effectiveness in service and produce certain products, such as identity cards.

Therefore, a study of customer satisfaction on service quality is needed to review the performance of administrative services. Referring to the report on the results of the

2019 public satisfaction survey (Kominfo, 2020) obtained information about the value of the community satisfaction index is 83.25 with a rating of good performance, indicating the increase in services of the Department of Communication and IT in Madiun City compared to the results of the 2018 survey, which is 82.80 with category good.

Table 1 shows that the highest value is the cost/tariff element, with a value of 96.56. The quality of public services provided by local governments in both cities and districts in Indonesia can increase community satisfaction and public confidence in local governments, such as basic needs services, education, and health. It shows that every respondent who gets public services at the Department of Communication and IT in Madiun City is free of charge. The element with the lowest value

**Table 1. Public Satisfaction Index of The Department of Communication and IT in Madiun City (2019)**

Code	Items	Mean	Index
A	Terms of service	3.26	81.41
B	Systems, mechanisms, and procedures	3.33	83.13
C	The time of the service	3.29	82.19
D	Fees/rates	3.86	96.56
E	Products/service results	3.24	80.94
F	Employee competence	3.26	81.46
G	Employee behavior	3.26	81.51
H	Complaint handling	3.26	81.56
I	Facilities and infrastructure	3.22	80.47
Total Items		9	
Total		3.33	83.25

is service completion time, which is 80.47. The value belongs to the good category, but it needs to be a concern of the Department of Communication and IT in Madiun City to continue to be improved. Nine (9) indicators (elements) of public services (table 1) contained in Permenpan and RB No.14, 2017, become a benchmark for service quality as an evaluation material for the Department of Communication and IT in Madiun City to improve the quality of public services sustainably so that the satisfaction of the people of Madiun City increases.

Some previous empirical studies (Bashir & Machali, 2012; Gilaninia et al., 2013; Hidayati, 2014; Desiyanti et al., 2018; Kelil, 2018; Getahun, 2019; Ofofu-Boateng & Acquaye, 2020) show that the quality of service positively affects customer satisfaction. Another study (Yusuf, 2017) shows that public satisfaction mediates the effect of public service quality on public trust in Samsat Office Kendari City. Therefore, to further increase the Satisfaction of Madiun City's people with the quality of service of front liner employees and Community Information Groups (CIG) as reliable information and communication agents to the public in Madiun City.

This study aims to analyze the impact of excellent service quality on community satisfaction in the Department of Communication

and IT Services in Madiun City. The results of this study are expected to be an overview of the level of public satisfaction with aspects of excellent service quality, which includes aspects: of tangibles; reliability; responsiveness; assurance; empathy; and indicators of public satisfaction adopted from indicators that have been used by the Department of Communication and IT in Madiun City in conducting public satisfaction index surveys, including terms of service; systems, mechanisms, and procedures; the time of the service; fees/rates; products/service results; employee competence; employee behavior; complaint handling; facilities and infrastructure.

Quality of service is a demand for accountability in an institution. The quality of customer service has become one of the most discussed and urgent issues discussed and pursued in public organizations and companies. Customer or client service includes providing services before, during, and after purchasing a product or service. Service quality becomes important when the organization gets pressure related to service quality demands and customer complaints. The quality of service component becomes necessary for survival among the increasing levels of competition that are getting tighter (Abd Rashid, 2008).

Excellent service is the service that best suits expectations and customer needs.

Excellent service can also be said to be a service that meets the quality standards set by the organization. Services that meet these quality standards can impact customer satisfaction or public satisfaction. Excellent service can be said to be more service than expected by uploaders, considering time, accuracy, security, comfort, quality, cost, process, and customer satisfaction (Frimayasa, 2017). Excellent service quality is the expected level of perfection and control over the level of service perfection to meet customer desires. Today excellent service quality has been widely realized by managers of various organizations because it can increase customer satisfaction, and satisfied customers are the key to the long-term relationship of organizational success (Zeithaml et al., 1996). It has been proven in various empirical studies, such as (Bashir & Machali, 2012);(Desiyanti et al., 2018)Customer Delight and Loyalty of Customers of LPD Desa Adat Sembung and LPD Desa Adat Seseh. The population in this research is all customer of LPD Sembung and Seseh Adat Customers who become customer from LPD stand up until 2015 with total population amounted to 2301 customers. Sampling used Slovin formula, which amounted to 95 customers. The analysis technique used in this research is structural equation modeling (SEM);(Kelil, 2018);(Getahun, 2019);(Ofosu-Boateng & Acquaye, 2020); that the better the

quality of service, it can significantly increase customer satisfaction.

Public services define public services as a series of activities to meet the need for services that refer to the laws and regulations for every Indonesian citizen and resident of goods, services, or other administrative services provided by public service providers (Law 25/2009, 2009). The local government carries out two main functions: the regulatory and service. These two functions are related to the life of the people of the nation and state and all other aspects of life, where the implementation is given to the civil apparatus of the state that is functionally responsible.

The quality of service becomes an important part of public services; the term "quality of public service" indeed cannot be separated from the perception of service quality. The quality of public services depends on the attitude and treatment of government agencies in fulfilling their responsibilities and authority to the community and satisfying the public so that public welfare is continuously improved.

When buying a product or service, the customer has expectations that go beyond purchasing and seeking, from acquisition to achieving satisfaction (Mohamed et al., 2022). Customer satisfaction can be defined in various situations related to goods and services. Customer satisfaction is the feeling or

attitude towards a product or service after use. Customer satisfaction is the result of marketing activities that act as a bridge of communication from different stages of consumer purchasing behavior. Customer satisfaction reflects the degree to which a consumer believes that using or possessing a specific service will evoke positive feelings. There are three general components of the definition of consumer satisfaction: emotional or cognitive responses; responses related to something such as expectations, products, or consumption experience; and; the response that occurs at a certain time, i.e., after consumption, after choice, based on accumulated experience (Giese et al., 2009).

Public satisfaction is the community's opinion in obtaining services from public service providers by comparing their hopes and needs (Permenpan No 16, 2014). Based on the Decree of the Minister of State Apparatus Utilization Number Kep/25/M.PAN/2/2004 concerning General Guidelines for the Preparation of the Public Satisfaction Index of Government Agency Service Units, the benchmark for assessing the level of quality of public services consists of the following indicators (Kemenpan : KEP/25/M.PAN/2/2004): procedures of service, namely the ease of service stages provided to the public, are seen as the simplicity of the service flow; requirements of service, namely technical and administrative requirements needed to obtain

services in accordance with the type of service; clarity of service officers, namely the existence and certainty of officers who provide services (name, position, authority, and responsibilities; the discipline of service officers, namely the seriousness of officers in providing services, especially to the consistency of working time in accordance with applicable provisions; the responsibility of the service officers, namely the clarity of authority and responsibility of the officer in the implementation and completion of the service; the ability of service personnel, namely the level of expertise and skills possessed by officers in providing/completing services to the public; speed of service, which is the target service time, can be completed within the time specified by the service provider unit; justice gets services, namely the implementation of services by not distinguishing the class/status of the public served; courtesy and friendliness of officers, namely the attitude and behavior of officers in providing services to the public in a polite and friendly manner and mutual respect and respect; fairness or justice of service costs, namely the affordability of the public to the number of costs set by the service unit; certainty of service costs, namely the conformity between the fees paid and the costs that have been set; certainty of service schedule, namely the implementation of service time in accordance with the provisions that have been

set; environmental comfort is the condition of clean, neat, and orderly service facilities and infrastructure to provide a sense of comfort to service recipients; service security guarantees the level of environmental security of the service provider unit or the facilities used so that the public feels calm to getting services despite the resulting risks from the implementation of services.

Customers evaluate the services provided by service providers based on the following five factors (Parasuraman et al., 1985): First, tangibles are defined as the physical appearance of facilities, equipment, staff, and written materials. In service organizations, customers often rely on tangible evidence surrounding the service to form their evaluation. So, tangibles can take the form of equipment, physical facilities, personnel, and means of communication and services needed to guard against various dangers and risks of crime; reliability: the ability to provide what was promised dependably and accurately. Second, reliability is defined as the ability of service providers to provide committed services truthfully and consistently. In public organizations, the reliability dimension is defined as the ability of a public service unit to provide services expected by the public (Blery et al., 2009); Third, responsiveness: is the willingness to help customers promptly. In public organizations, this dimension can be

a willingness to adapt to helping citizens take responsibility for providing a quality service. Not all residents have a patient nature, and there are times when they are upset. For example, there are old or bad services on the part of service personnel.

Conversely, suppose the service officer is responsive and fast in handling citizen complaints during the service process. In that case, it will also provide good things or good assumptions for the residents served to cause a comfortable and good image of the service. Fourth, assurance: the knowledge and courtesy you show to customers and your ability to convey trust, competence, and confidence. In public organizations, this dimension of assurance can be in the form of good knowledge and skills from the apparatus when providing services and the friendly attitude, behavior, and responsiveness of service providers. Fifth, empathy; The degree of caring and individual attention you show customers. In public organizations, this dimension can be an action to find out the needs and difficulties experienced by customers by listening to and responding to people's wishes and aspirations and availability in providing the latest information to the public. It is easy to make contacts and approaches by being honest with each effort to attract the public's trust.

Customer expectations are beliefs about the service's operation that form the basis

of assessing the service's performance. Customers expect customer expectations for the organization's ability to provide services. Therefore, the first step in providing excellent service, the service provider must know the customer's expectations. Misunderstanding customer needs losing customers because service providers can less satisfy customer needs. In addition, it causes service providers to spend money, time, and other resources due to customer dissatisfaction. Perceived service quality is a factor in customer satisfaction (Zeithaml et al., 1996). Customers have different expectations, and their evaluations may also change over time. So, various studies on quality and satisfaction are based on the perception of customer service.

Public services are one of the tasks that local governments cannot ignore because if there is stagnation in one component alone, it is almost certain that all sectors will be affected. Therefore, there needs to be good planning and even need to be formulated service standards in the community in accordance with the authority given by the central government to the regional government. Suppose the quality of public services is low. In that case, it will worsen the government's image in the community, and vice versa, if the quality of excellent service will improve the government's image in the public's eyes.

The quality of service is closely related to a person's satisfaction level. It is evidenced empirically in government organizations in Malang that there is a significant positive influence on the dimensions of service quality (tangible, reliability, responsiveness, assurance, empathy) on customer satisfaction, both simultaneously and partially (Hidayati, 2014). Understanding customer wants and needs, providing convenience in service, conducting effective communication with customers, paying full attention to customer complaints, and understanding customers' needs will increase customer satisfaction. It is supported by previous empirical studies (Bashir & Machali, 2012; Gilaninia et al., 2013; Kelil, 2018; Desiyanti et al., 2018; Getahun, 2019; Ofofu-Boateng & Acquaye, 2020) showing that service quality positively impacts customer satisfaction. It indicates that the quality of service is very important to be managed if you want the satisfaction felt by the public.

Based on the description, the hypothesis is formulated as follows: H1: Tangibles, reliability, responsiveness, assurance, and empathy simultaneously have a significant impact on public satisfaction; H2: Tangibles have a significant and positive impact on public satisfaction; H3: Reliability have a significant and positive impact on public satisfaction; H4) Responsiveness has a significant and positive

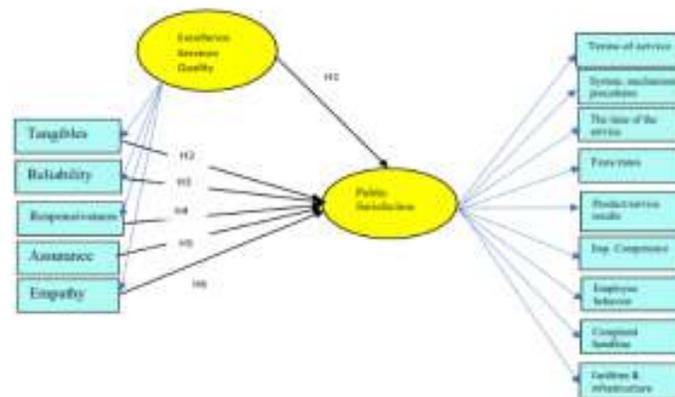


Figure 1 Research Model

impact on public satisfaction; H5: Assurance has a significant and positive impact on public satisfaction; H6: Empathy has a significant and positive impact on public satisfaction.

Figure 1 shows that tangibles, reliability, responsiveness, assurance, and empathy, which are dimensions of service quality, will affect public satisfaction. The public will compare the perceived performance level with the desired expectation level. Suppose the perceived level of performance is in accordance with or exceeds the desired level of expectations. In that case, the public tends to be satisfied or very satisfied with the services provided.

## RESEARCH METHODS

This study used a quantitative approach, using questionnaires as a data collection tool, which was disseminated offline and online. The population in this study is the public located

in 3 sub-districts located in the Madiun City area (Taman, Manguharjo, Kartoharjo). Sample determination uses the Slovin formula, with a sample target of at least 100 respondents in each sub-district. The data analysis techniques used in this study are quantitative analysis in the form of descriptive statistics and inferential statistics. The descriptive statistical analysis aims to describe the data collected and presented in numbers without intending to make generally accepted conclusions, and the results are described descriptively (Sugiyono, 2006). Inferential statistics explain the impact of excellent service quality on public satisfaction with the Department of Communication and IT Services in Madiun City using simple linear regression analysis and multiple linear regression. Operational definitions and indicators of excellent service quality and public satisfaction are presented in Table 1.

Table 1 Operational & Measurement Indicators of Variables

Operational of Variable	Measurement of Variable
Excellent service quality is the perfection and control expected over the perfection of public services to meet the public's desires as customers.	Tangibles Reliability Responsiveness Assurance Empathy
Public satisfaction is the assessment of the public in obtaining services from public service providers by comparing their hopes and needs.	Terms of service Systems, mechanisms, and procedures; The time of the service; Fees/rates; Products/service results; Employee competence; Employee behavior; Complaint handling; Facilities and infrastructure

The measurement scale uses the Likert scale, ranging from strongly disagree (1), Disagree (2), agree (3), and strongly agree (4).

**RESULTS AND DISCUSSIONS**

The selected research sample is a community that has used the Department of Communication and TI services in Madiun City. Data collection techniques are carried out by distributing questionnaires with quota sampling. The number of questionnaires distributed to each sub-district area (Taman, Manguharjo, and Kartoharjo) is 115 questionnaires, so the total number of questionnaires distributed is 315 copies. Respondents completed as many as 304 questionnaires or 96.51 percent of the total questionnaires distributed. The number of questionnaires not returned to researchers was as many as 11 or 3.49 percent. Based on the results of the distribution of questionnaires,

the characteristics of respondents grouped by age, gender, highest education, and the main occupation of the respondents can be known in Table 2.

The results of the instrument test and the hypothesis test are presented in Figure 2. The average value of public response to the quality of service and the level of public satisfaction in the Department of Communication and IT in Madiun City is shown in Table 4. The scale range used is calculated from  $(4-1)/4= 0.75$ , which can be seen in Table 3.

The average public response to the quality of service of the Department of Communication and IT in Madiun City consists of measuring in five dimensions: tangibles, reliability, responsiveness, assurance, and empathy is very high (3.28), with the highest average value located in the dimension of assurance (3.37) and the second-order is the empathy dimension

Table 2 Characteristics of Respondents

Characteristics	Number of Respondents	Percentage (%)
<b>Age</b>		
<20 years	2	0.66
20-29 years	33	10.85
30-39 years	64	21.05
40-49 years	105	34.54
> 50 years	100	32.90
<b>Gender</b>		
Man	179	58.88
Female	125	41.12
<b>Education</b>		
high school	98	32.24
D1, D2, D3, D4	85	27.96
S1	100	32.90
S2	21	6.90
<b>Occupation</b>		
ASN/TNI/ Police	173	56.91
Private Employees	53	17.44
Entrepreneurial	43	14.14
Student	35	11.51

Source: Research Results, 2022

Table 3 Scale Range

Scale Range	Criterion
1.00- 1.75	Very low (VL)
>1.75 – 2.50	Low (L)
>2.50-3.25	High (H)
>3.25-4.00	Very high (VH)

(3.31); the third orderlies in the reliability dimension (3.25); the following order with the same value (3.23) lies in the tangibles and responsiveness dimensions. The overall level of public satisfaction is very high (3.34), with the highest average score in the fees/rates aspect (3.78); The second orderlies in the aspect of complaint handling (3.47), while the lowest

Table 4 Average Value of Excellent Service Quality and Public Satisfaction

Variable	Mean	Criterion
<b>Excellent Service Quality</b>	3.28	VH
Tangibles	3.23	H
Reliability	3.25	H
Responsiveness	3.23	H
Assurance	3.37	VH
Empathy	3.31	VH
<b>Public Satisfaction</b>	3.34	VH
Terms of service	3.14	H
Systems, mechanisms, and procedures	3.23	H
The time of the service	3.14	H
Fees/rates	3.78	VH
Products/service results	3.17	H
Employee competence	3.19	H
Employee behavior	3.14	H
Complaint handling	3.47	VH
Facilities and infrastructure	3.12	H

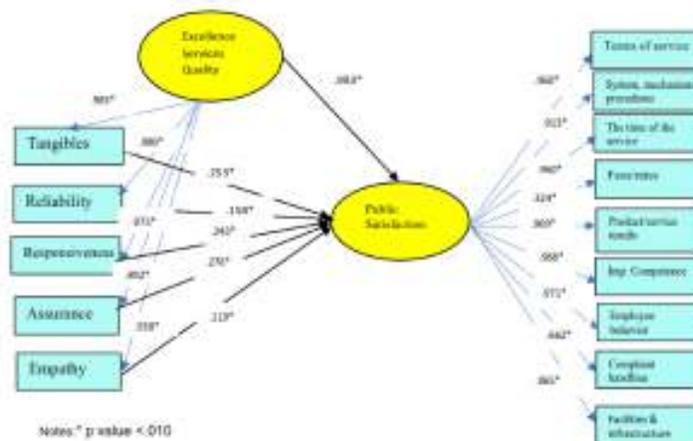
Source: Research Results, 2022

value (3.12) lies in the aspect of facilities and infrastructure.

The results of the instrument and hypothesis test are presented in Figure 2.

The validity test with product-moment correlation, while reliability tests use the Alpha-Cronbach test. In the test of the instrument's validity, it is calculated to be > 2.00 with a p-value of < 0.01 (figure 2) so that all measurement items of the research variable meet the validity requirements. The results of the instrument reliability test can be seen in Table 5.

Table 5 shows that the Alpha Cronbach value of each research variable > 0.70 so that



Source: Research Results, 2022

Figure 2 Estimated Model

Table 5 Reliability Test Results

Variable	Cronbach's Alpha	Result
Excellent Service Quality	0.972	Reliable
Public Satisfaction	0.954	Reliable

Source: Research Results, 2022

all variables in the study are otherwise reliable. Table 6 is shown the results of the 6th test hypothesis of this study.

Table 6 illustrates the test results of the effect of the excellent service quality dimension on public satisfaction, which shows the positive and significant influence of the dimensions of tangibles, reliability, responsiveness, assurance, and empathy on public satisfaction. Table 6 also shows the results of a simple regression analysis showing that the overall quality of excellent service affects positively and significantly public

satisfaction. It means that all six hypotheses proposed in this study are accepted.

Referring to Pasquier & Villeneuve (2017) show that communication strategies about the services of the Communication and Technology Office of the Department of Communication and IT of Madiun City can be grouped into three differentiations, namely services, price, and access to services well. It can be seen from the positive and significant influence of service quality on public satisfaction.

Customer satisfaction requires meeting customer expectations of products and services (Oliver, 1997). It means that if the performance of services felt by the public is in accordance with or exceeds the expectations of public services, the public will be satisfied. Service quality is closely related to customer

Table 4 Average Value of Excellent Service Quality and Public Satisfaction

Variable	Unstandardized B	t count	Sig.	Meaning
<b>Simple Regression</b>				
Constant	0.402	19,692	0.000	
Excellent Service Quality	0.898	145.467	0.000	Significant
<b>Multiple Regressions</b>				
Constant	0.347	18.889	0.000	
Tangibles	0.219	8.685	0.000	Significant
Reliability	0.134	4.899	0.000	Significant
Responsiveness	0.207	5.913	0.000	Significant
Assurance	0.258	25.493	0.000	Significant
Empathy	0.095	8.216	0.000	Significant
<b>F Count</b>		6008.19	0.000	Significant
Adj. R2	0.990			

Source: Research Results, 2022

satisfaction, so improving the quality of service also increases customer satisfaction. This study found that the quality of excellent service of the Department of Communication and IT in Madiun City, seen from tangibles, reliability, responsiveness, assurance, and empathy both overall and partially, significantly affected the people's satisfaction with Madiun City (table 6). It is also shown to be very strongly Adjusted R<sup>2</sup> (0.990); this means that the regression model is very fit because the results show that the ability of independent variables in this study affects dependent variables by 99 percent, while the remaining 1 percent (1 – 0.99) is explained by variables other than independent variables in the study. It is also supported by the results of respondents' responses that the overall excellent service quality is very high (3.28), followed by a very high level of respondent satisfaction

(3.34). The results of the study are in line with previous empirical studies (Bashir et al., 2012; Gilaninia ad al., 2013; Kelli, 2018; Desiyanti et al., 2018; Getahun, 2019; Ofosu-Boateng & Acquaye, 2020), which proved service quality has a positive and significant impact on customer satisfaction.

Tangible dimensions (appearance of physical elements), which include the appearance of physical facilities, equipment, officers, and communication materials at the Department of Communication and IT in Madiun City, are able to increase the satisfaction of the public users of these service services. Likewise, the reliability dimension includes the ability of the service to provide the promised services accurately and reliably, increasing the satisfaction of the public users of the service. The dimension of assurance can be seen in the officer's ability to

answer all questions from the public related to the company, the officer's capability of carrying out their work, and the officer's friendliness in serving the public. Responsiveness can be seen from the availability of officers from the Department of Communication and IT in Madiun City service in helping the public, providing fast services, responding to complaints and problems, and showing confidence and attitude to be ready to serve or help the public is also able to increase public satisfaction with the institution. The results of this empirical study showed that the guarantee significantly impacted the public satisfaction of the public users of the Department of Communication and IT in Madiun City. It means that assurance is one of the factors that people pay attention to in using the services provided. Officers who can assure the public that the services provided are safe, convenient services and have officers who are always on standby can always increase public satisfaction. Empathy can be seen in the friendliness of the officer in providing services and the language used by communicative officers or easy to understand. In addition, the ability of officers to understand customer needs and always prioritize customers. The results showed that empathy had a significant positive impact on public satisfaction with the service. The quality of service in the Department of Communication and IT in Madiun City is

shown by the ability of its human resources to translate the service standards set by the Madiun City government to the public. Public servants, from the beginning, must always be polite and friendly to the public. The friendliness and ability of officers to serve every question make the public always feel satisfied when using the services of the Department of Communication and IT in Madiun City.

Tangibles are services that include the provision of facilities, physical appearance, cleanliness, neatness, comfort of the room, and the technology used. The results of this empirical study prove that tangibles have a significant positive impact on public satisfaction. It shows that the physical appearance aspect of the Department of Communication and IT in Madiun City Service is a concern for the public. Therefore, it is expected that the Department of Communication and IT in Madiun City will continue to maintain and improve the tangibles aspect in accordance with public expectations. In accordance with Kep/25/M.PAN/2/2004, aspects that need to be considered in the tangible dimension are 1) environmental comfort, namely the condition of clean, neat, and orderly service facilities and infrastructure to provide a sense of comfort to service recipients; 2) the appearance of officers and the clarity of service officers, namely the presence and certainty of officers who provide services, such as name,

position, authority, and responsibility.

Reliability is the ability to provide services as offered. The results of hypothesis testing prove that reliability has a significant positive impact on public satisfaction. Thus, the Department of Communication and IT in Madiun City is expected to continue to maintain services as promised and can improve innovation in services in accordance with the needs of the community. In accordance with Kep /25/M.PAN/2/2004, the ability of service personnel to complete services according to procedures, simpler service requirements, and officer discipline so that work in accordance with the target service time determined by the service provider unit needs to continue to be improved so that public satisfaction is increasing as well.

The dimensions of the assurance include the ability to knowledge about products from officers, friendliness, attention and courtesy of officers in providing services, skills in providing information, and the ability to provide a sense of security to the Department of Communication and IT in Madiun City. The results showed that assurance had a significant positive impact on public satisfaction. Therefore, it is hoped that the Department of Communication and IT in Madiun City can continue to improve its ability to provide appropriate information and is needed by the public through its officers to increase public confidence in the Department

of Communication and IT in Madiun City. As contained in Kep /25/M.PAN/2/2004, aspects of service security regarding the guaranteed level of security of the service provider unit or the means used so that the public feels calm to get services to the risks resulting from the implementation of services, is an aspect that still needs to be improved continuously, considering that the dimension of assurance has the most dominant influence compared to other dimensions of excellent service quality.

Responsiveness is the response or alertness of officers in helping and providing services to customers, in this case, the public. The results of this empirical study show that responsiveness has a positive and significant impact on public satisfaction. Therefore, it is hoped that the Department of Communication and IT in Madiun City can continue to improve its ability to accommodate public complaints with advice boxes and provide solutions to improve the quality of service for public satisfaction. Improved officers' skills in providing or completing services to the public in accordance with Kep /25/M.PAN/2/2004.

Empathy is the individual attention given by the institution to the public. The results showed that empathy had a significant positive impact on public satisfaction. Thus, the Department of Communication and IT in Madiun City is expected to continue improving its officers'

communication skills and be willing to take the initiative to find complaints rather than only receiving public complaints. In accordance with Kep/25/M.PAN/2/2004, aspects of officers' guidance and friendliness require service personnel to behave politely, be friendly, and respectfully to the community and not distinguish the status of the public served. This dimension needs to be continuously improved so that public satisfaction increases.

## CONCLUSIONS

The conclusions the results of the study are described as follows: First, tangible, reliable, responsive, assurance, and empathy simultaneously have a significant and positive impact on public satisfaction; Second, tangibles have a significant and positive impact on public satisfaction; Third, reliability have a significant and positive impact on public satisfaction; Fourth Responsiveness have a significant and positive on public satisfaction; Fifth, assurance have a significant and positive impact on public satisfaction; Sixth, empathy has a significant and positive impact on public satisfaction.

Referring to the conclusion of the results of this study, several things are recommended for the Department of Communication and IT in Madiun City, as follows: First, conduct optimal training periodically for officers, especially

those who directly face the public in order to provide the best service; Second, increase the will and ability of officers in the knowledge, competence, courtesy, confidence of officers in serving the public because assurance has the most influence among other dimensions; Third, although the existing facilities and infrastructure are good, it still needs to be improved through the renewal of the facilities and infrastructure needed to support the completion of public services in a timely manner; Fourth, Similarly for the handling of complaints to continue to be improved for the convenience, security, and smoothness of public service users.

A limitation of this research is that it has just examined the Department of Communication and IT in Madiun City, so it has not fully described the quality of service and public satisfaction with the services of the Madiun City government. Therefore, for further research, several things are recommended, as follows: First, increase the number of research samples by conducting studies in other agencies so that the generalization aspect is greater; Second, excellent service quality plays an important role in building public satisfaction; it is hoped that the results of this study can be used as a reference for future research to develop this research by considering other variables that are variables beyond the variables that have been included in this study, for example by

adding public trust variables as a mediation of the influence of quality of service on public satisfaction.

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