

THE EFFECT OF SERVICE QUALITY ON COMMUNITY SATISFACTION IN THE COMPLETE SYSTEMATIC LAND REGISTRATION (PTSL) PROGRAM BY THE NATIONAL LAND AGENCY (BPN) KAMPAR IN RANAH VILLAGE, KAMPAR DISTRICT

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ABSTRACT

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Service, Quality, Satisfaction.

Service quality is the level of excellence expected and the control over that level of excellence to meet customer desires. This study aims to determine how service quality affects the level of public satisfaction with the PTSL program by BPN in Ranah Village, Kampar Subdistrict, Kampar Regency. This research uses a quantitative approach. The subjects of this study are the people with an interest in the PTSL program, with a sample of 83 individuals. Data collection was done using questionnaires. The analysis technique used is Simple Linear Regression, t-test, and the coefficient of determination (R²) test using SPSS software. Based on simple linear regression analysis, the regression equation obtained is $Y = 35.250 + 0.478X$. The regression coefficient value of 0.478 indicates that if the service quality is at level 1 unit, the satisfaction level will be 0.478. Based on hypothesis testing with the t-test, the t-value obtained is $6.243 > t\text{-table } 3.240$, so H₀ is rejected and H_a is accepted, meaning that there is a positive effect of service quality on public satisfaction with the PTSL program by BPN in Ranah Village, Kampar Subdistrict, Kampar Regency. Based on the coefficient of determination test, the value of R is 0.637, and the R square (R²) value is 0.519. This shows that the influence of service quality is 51.9%, while the remaining 48.1% is influenced by other factors not examined in this study.

1. INTRODUCTION

An organization is a cooperative framework between two or more individuals who are formally bound to achieve specific goals. Within this relationship, there are individuals or groups who act as subordinates. The development of an organization heavily depends on the quality of its resources, including both human resources and other assets. One of the activities carried out by an organization is providing services, whether to internal organizational units or external parties (Ana, 2019).

Service is the primary duty of a public servant, both as a servant of the state and the community. This duty is outlined in the fourth paragraph of the 1945 Constitution of Indonesia, encompassing four main aspects of the apparatus' responsibilities toward society: protecting the entire Indonesian nation and all its people, promoting general welfare, advancing national intelligence, and participating in maintaining world order, eternal peace, and social justice. Furthermore, this is elaborated in the Decree of the Minister of Administrative Reform No. 63 of 2003, which outlines general guidelines for public service delivery (Widianti & Widianti, 2019).

The government, in essence, is a servant of the people. It is not established to serve itself but to serve the community, develop its abilities and creativity, and achieve common goals. Therefore, the government is responsible for providing good and professional public services (Ana, 2019).

In the era of regional autonomy, government institutions are required to be more responsive to the needs of the community and to improve the efficiency of public services at the regional level, ultimately aiming for public satisfaction. To achieve high-quality and satisfying public services, it is essential to have government officials who prioritize professionalism in service delivery and demonstrate competence across various aspects of assessment, including education/skills, experience, morality, dedication, and other relevant factors (Ana, 2019).

The implementation of a quality system focused on the community can succeed if we can anticipate the challenges early on. One common obstacle is the lack of awareness and inability of officials to provide good service to customers. Service activities within an organization or institution play a crucial role in the smooth operation of organizational activities. The services provided are not only aimed at

assisting community needs but also at delivering quality services to the general public. The faster and more accurate the service provided, the better the quality of the service will be (Arip Budiman, 2022).

The government plays a vital role in providing public services as stipulated in Law No. 25 of 2009 on Public Services. Article 1 states that "Public service is an activity or series of activities aimed at fulfilling service needs in accordance with regulations for every citizen and resident concerning goods, services, and administrative services provided by public service providers." Examples of public services in the form of administrative services include issuing land certificates, ID cards (KTP), family cards (KK), health services, education, and so on. Services in the form of facilities include post offices and banks. Meanwhile, services in the form of goods encompass tax payments, which are used for building national infrastructure such as bridges, toll roads, highways, and more (Ma'wa & , Muh. Ichwan Musa, 2022).

The government is responsible for providing the best services to the community. However, the quality of public services often falls short of expectations, as evidenced by various complaints, such as discrimination, convoluted procedures, uncertainty in processing times, and a lack of discipline among officials. Examples include difficulties in managing land certificates, ID cards (KTP), and family cards (KK).

Other contributing factors include insufficient facilities and infrastructure, limited human resources, poor coordination, and inconsistent interpretation of regulations. These issues negatively impact the government's image and lead to low public satisfaction, particularly at the Land Office of Kampar Regency. Therefore, the government must continuously improve service quality in line with its primary role as a servant of the people.

One government office that provides services to the public is the Land Office/National Land Agency of Kampar Regency. The services provided primarily relate to land administration and other government-related services at the regional level. Examples of services include providing information on land availability, technical land considerations, land parcel measurements, land rights determination, registration of land rights decisions, and complaint management, along with other service facilities for the local community. The research conducted at the Land Office/National Land Agency of Kampar Regency focuses specifically on the services related to the Complete Systematic Land Registration Program (PTSL) in Ranah Village, Kampar Subdistrict.

Based on the Regulation of the Minister of Agrarian Affairs and Spatial Planning/Head of the National Land Agency of the Republic of Indonesia Number 12 of 2017 on the Acceleration of Complete Systematic Land Registration (PTSL) and Presidential Instruction No. 2 of 2018, the Complete Systematic Land Registration Program (PTSL) is a land registration activity conducted throughout the territory of the Republic of Indonesia within a single village/urban area or its equivalent. It includes the collection and validation of physical and juridical data to reduce disputes and provide legal certainty to landowners.

PTSL is the implementation of a well-prepared plan set forth in legislation. The initial regulation was the Ministerial Regulation No. 35 of 2016 on the Acceleration of Complete Systematic Land Registration, which was later

amended by Ministerial Regulation No. 1 of 2017 and finalized in Ministerial Regulation No. 12 of 2017. Detailed provisions are elaborated in Technical Guidelines No. 01/JUKNIS-400/XII/2016 on juridical aspects and Technical Guidelines No. 01/JUKNIS-300/2016 on land parcel measurement and mapping.

Here is the data on the land certification services and the number of community lands that have been certified at the Kampar Regency Land Office from 2021 to 2023:



Figure 1. Number of PTSL Certifications in Kampar

Based on Figure 1, the PTSL program produced the highest number of Land Rights Certificates (SHAT) in 2021, with 15,270 certificates. In 2022, the number reached 13,780 SHAT, and in 2023, 9,541 SHAT were issued. The highest realization rate occurred in 2022, with 64.09%. In Kampar Regency, 33 villages received the PTSL program in 2021, 32 villages in 2022, and 44 villages in 2023, as determined by the National Land Agency (BPN). Kampar District became the area with the most villages targeted by this program, as recorded in the data collected from the Head of Kampar BPN.

The results of the PTSL program in Kampar District in 2021 show that Pulau Jambu Village achieved the highest percentage with a realization rate of 82.84%, while Ranah Village only reached 35.99%, making it the village with the lowest achievement. This disparity reflects differences in community participation levels and challenges in meeting the program's targets. The success of the PTSL service highly depends on competent officers who understand their duties and are committed to serving the community. The role of the PTSL Adjudication Committee, formed by the BPN and based on the Ministry of Agrarian Regulation No. 6 of 2018, is crucial in ensuring quality service and enhancing community satisfaction.

Service quality is a condition where a dynamic relationship is created between the users and the service providers, including human services. Public service is closely related to the ability, responsiveness, timeliness, and available infrastructure. If the service provided meets the expectations of the service users, it can be said that the service is of high quality. However, if the service provided is of poor quality, it is advisable to address the issue by improving the service delivery processes (Suandi, 2019).

The quality of service is not solely based on the perspective of consumers and the regulations or provisions regarding service quality. The number of public complaints related to the implementation of public services has increased by 350%, said the Chairman of the Indonesian Ombudsman, Danang Girindrawandana.

A study conducted by Brilliant Rosy Firmansyah, titled "The Influence of Service Quality on Community Satisfaction (Study on E-KTP Issuance in Sekaran Subdistrict, Lamongan Regency) 2021," concluded that the hypothesis is accepted. The findings suggest that the service quality provided to the community significantly affects the satisfaction felt by the public. This can be seen from the coefficient of determination calculation, which shows that service quality contributes 62% to community satisfaction, with 38% influenced by other unexamined variables.

This research is very important for the researcher to conduct in order to provide recommendations or inputs for the Kampar Regency Land Office/National Land Agency (BPN) to assess the quality of public service and the level of community satisfaction. The findings can serve as a reference for improving public service quality in the future.

The objective of this research is to describe and analyze the effect of public service quality on community satisfaction in the PTSL program by BPN Kampar in Ranah Village, Kampar District, using theories and concepts from Public Administration studies.

2. METHODS

This research uses a descriptive quantitative method to describe the object based on the data collected without generalization. The aim is to analyze the influence of service quality (X) on community satisfaction (Y) in the PTSL program by BPN Kampar in Ranah Village, Kampar District.

To carry out this research, the researcher has selected Ranah Village, Kampar District, Kampar Regency as the research location.

The data sources used in this study are primary and secondary data. The research instruments are tools or facilities used by the researcher to collect data, making the work easier and yielding better results in terms of accuracy, completeness, and systematics, so that the data can be processed more effectively (Arikunto, 2010). According to Sugiyono, (2017), the Likert scale is used to measure the attitudes, opinions, and perceptions of individuals or groups regarding social phenomena. In this research, the social phenomenon being studied is referred to as the research variable. The Likert scale is used to break down the variable into indicators, which are then arranged into instrument items in the form of statements to be answered by respondents. Each item's response has a gradient from very positive to very negative, with scores assigned to each answer alternative

Table 1. Likert Scale

Answer Alternatives	Score Value
Strongly Agree (SA)	5
Agree (S)	4
Neutral (N)	3
Disagree (D)	2
Strongly Disagree (SD)	1

In accordance with the issues and objectives set in this study, the population in this research is the entire

community of Ranah Village, Kampar District, who participated in the PTSL Program, totaling 483 people.

The sample in this study consists of the population of Ranah Village, Kampar District, who participated in the PTSL Program in 2021, determined using the Slovin formula (Husserl Ulmar, 2018:102). Further explanation can be seen in the following table.

$$n = \frac{N}{1 + Ne^2}$$

Keterangan:

n : sample size

N : population size

1 : constant value (fixed/standard value) from the Slovin formula

E : erroe 10% = 0.1 (the tolerance level for inaccuracy due to sampling error)

Sample formula:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{483}{1 + 483(0,1)^2}$$

$$n = \frac{483}{1 + 483.0,01}$$

$$n = \frac{483}{1 + 4,83}$$

$$n = \frac{483}{5,83}$$

$$n = 82,84$$

$$n = 83 \text{ Responden}$$

Based on the Slovin formula above, the sample size in this study is 83 people.

The data collection techniques used in this research are observation, documentation, and questionnaires (surveys). The data analysis conducted in this study is simple regression analysis, which is an analysis to assess the extent to which service quality influences community satisfaction. For this statistical calculation, the author uses the SPSS program (Statistical Program for Social Science). Simple regression analysis is performed using the following formula:

$$Y = a + bX$$

Explanation:

Y : Satisfaction

a : Constant value

X : service quality

b : Regression coefficient

The stages of quantitative analysis used in this study include vitality test, reliability test, normality test, and linearity test. Simple linear regression analysis uses the following formula:

$$Y = \alpha + \beta X$$

explanation:

Y: dependen variable

X: independent variable

α : constant

β : regression coefficient

The hypothesis test is conducted using a t-test, which is calculated using the following formula:

$$t \text{ table} = (n-k-1 : \alpha/2)$$

Explanation:

α : tolerance for error (5% or 0,05)

n : sample size

k : number of independent variables

The coefficient of determination ranges from 0 to 1. The closer it is to 1, the stronger the influence of the independent variable on the dependent variable, and the closer it is to 0, the weaker the influence.

3. RESULTS AND DISCUSSION

Service Quality (X)

According to Wyckoff (Yamit, 2020: 47), service quality is the level of excellence expected and the control over that level of excellence to meet customer desires. Quality is essentially a term with a relative meaning because it is abstract in nature; quality can be used to assess or determine the degree of alignment of something with its requirements or specifications. If the requirements or specifications are met, the quality of the thing in question can be considered good; conversely, if the requirements are not met, it can be considered poor.

According to Moenir (2015: 88), there are six factors that influence the implementation of services. First, the factor of awareness, where awareness can encourage an individual to carry out tasks sincerely and diligently. Second, the factor of rules, which plays an important role in all actions and behaviors, with its role becoming more significant as society advances and becomes more complex. Third, the factor of organization, which, in essence, is similar to other organizations, but with specific application due to services being directed towards individuals with complex needs. Fourth, the factor of income, which refers to an individual's earnings as a reward for their efforts and contributions in the form of money or facilities over a certain period. Fifth, the factor of ability and skills, which pertains to a person's qualities or condition in carrying out tasks in accordance with existing regulations. Lastly, the factor of service facilities, which includes all types of equipment and facilities used as the main or supporting tools in performing tasks.

The respondents' answers regarding the service quality of the PTSL program by BPN Kampar in Ranah Village, Kampar District, Kampar Regency are shown in Table 2 as follows:

Table 2. Respondents' Feedback on Service Quality

Statement/Question	Respondents' Feedback										Total	
	SA (5)		A (4)		N (3)		DS (2)		SD (1)			
	F	%	F	%	F	%	F	%	F	%		
X01	2	3	3	4	1	2	0	0	1	1	8	1

	8	4	7	5	7	0						3	0
X02	2	3	4	4	1	1	0	0	2	2		8	1
	8	4	0	8	3	6						3	0
X03	3	3	3	4	1	1	1	1	1	1		8	1
	2	9	5	2	4	7						3	0
X04	3	3	2	3	1	1	8	1	2	2		8	1
	2	9	8	4	3	6						3	0
X05	4	5	1	2	1	1	5	6	1	1		8	1
	4	3	7	0	6	9						3	0
X06	3	4	2	3	1	1	7	8	1	1		8	1
	8	6	7	3	0	2						3	0
X07	4	4	2	3	1	1	4	5	2	2		8	1
	0	8	5	0	2	4						3	0
X08	3	3	3	3	1	2	2	2	0	0		8	1
	1	7	2	9	8	2						3	0
X09	2	3	3	4	1	2	4	5	0	0		8	1
	6	1	4	1	9	3						3	0
X10	2	2	4	4	1	2	3	4	0	0		8	1
	2	7	0	8	8	2						3	0
X11	3	3	3	4	1	1	4	5	0	0		8	1
	0	6	6	3	3	6						3	0
X12	2	2	3	4	1	1	6	7	2	2		8	1
	4	9	9	7	2	4						3	0
X13	2	3	3	3	1	2	7	8	2	2		8	1
	5	0	0	6	9	3						3	0
X14	2	3	3	4	1	1	8	1	1	1		8	1
	7	3	4	1	3	6						3	0
X15	2	3	3	4	1	1	7	8	1	1		8	1
	7	3	5	2	3	6						3	0
X16	2	3	3	4	1	1	5	6	1	1		8	1
	8	4	3	0	6	9						3	0
X17	2	2	3	4	1	2	3	4	0	0		8	1
	4	9	9	7	7	0						3	0
X18	3	3	2	3	1	2	7	8	0	0		8	1
	1	7	8	4	7	0						3	0
X19	2	2	3	4	2	2	1	1	2	2		8	1
	3	8	6	3	1	5						3	0

Source: SPSS Data Processing Results, 2024

Based on the table of respondents' feedback regarding service quality above, the majority of answers from the community of Ranah Village, Kampar District, Kampar Regency are "agree" and "strongly agree" from the 19 questions. Therefore, it can be concluded that the overall

responses from the respondents fall into the "Good" category.

Community Satisfaction (Y)

According to Harbani Pasolong, 2017:165, Lukman, (2020: 119), states that satisfaction is the level of a person's feelings after comparing their perceived performance (results) with their expectations. Essentially, customer satisfaction includes the difference between expectations and reality or perceived results. This perspective is based on the disconfirmation paradigm by Oliver in Pawitra (1993). Public satisfaction with government organizations is crucial due to the relationship of trust with the community. The better the government and the quality of service provided, the higher the public's trust (high trust).

The respondents' answers regarding community satisfaction in the PTSL program in Ranah Village, Kampar District, Kampar Regency are as follows:

Table 3. Respondent's Response on Community Satisfaction

Statement/Question	Respondent's Response										Total	
	SA (5)		A (4)		N (3)		D (2)		SD (1)			
	F	%	F	%	F	%	F	%	F	%	N	%
Y01	33	40	32	39	11	13	34	43	34	43	83	100
Y02	45	54	18	22	14	17	22	28	34	43	83	100
Y03	42	51	25	31	11	13	22	28	22	28	83	100
Y04	33	40	29	35	14	17	34	43	34	43	83	100
Y05	31	37	33	40	15	18	22	28	11	13	83	100
Y06	34	41	26	31	18	22	45	54	00	00	83	100
Y07	32	39	34	41	13	16	22	28	11	13	83	100
Y08	29	35	28	34	14	17	34	43	34	43	83	100
Y09	32	39	27	33	13	16	22	28	22	28	83	100
Y10	43	51	25	30	10	12	11	13	34	43	83	100

Sumber: hasil olah data spss, 2024

Based on the table of respondents' feedback regarding community satisfaction above, the average responses from the community of Ranah Village, Kampar District, Kampar Regency are "agree" and "strongly agree" from the 10 questions. Therefore, it can be concluded that the overall

responses from the respondents fall into the "Good" category.

Uji Validitas

The validity test criteria are that if the calculated r (r hitung) is greater than the table r (r tabel), then the instrument of the questionnaire is considered valid. Conversely, if the calculated r is less than the table r, then the instrument of the questionnaire is considered invalid. Below are the results of the validity test:

Table 4. Results of Validity Testing

No	Variable	Item Statement	Correlation	r table	Description
1	Service Quality	X01	0,261	0,215	Valid
		X02	0,274	0,215	Valid
		X03	0,369	0,215	Valid
		X04	0,235	0,215	Valid
		X05	0,525	0,215	Valid
		X06	0,550	0,215	Valid
		X07	0,272	0,215	Valid
		X08	0,229	0,215	Valid
		X09	0,417	0,215	Valid
		X10	0,343	0,215	Valid
		X11	0,310	0,215	Valid
		X12	0,387	0,215	Valid
		X13	0,541	0,215	Valid
		X14	0,586	0,215	Valid
		X15	0,487	0,215	Valid
		X16	0,514	0,215	Valid
		X17	0,484	0,215	Valid
		X18	0,550	0,215	Valid
		X19	0,492	0,215	Valid
2	Community Satisfaction Level	Y01	0,581	0,215	Valid
		Y02	0,712	0,215	Valid
		Y03	0,561	0,215	Valid
		Y04	0,278	0,215	Valid
		Y05	0,293	0,215	Valid

			5	
	Y06	0,233	0,215	Valid
	Y07	0,328	0,215	Valid
	Y08	0,342	0,215	Valid
	Y09	0,372	0,215	Valid
	Y10	0,570	0,215	Valid

Source: Processed Data SPSS, 2024

The table above shows that all indicators used for the variables in this study have a calculated r (rhitung) value greater than the table r (rtabel). For a sample size of 83 with a significance level of 0.05 or 5%, the table r (rtabel) value is 0.215. Based on the results of the validity test, all measurement indicators in the questionnaire are valid, and therefore, can be used as research instruments.

Reliability Testing

Reliability testing is essentially used to measure the extent to which the results of a study can be trusted. To determine whether the questionnaire is reliable, a reliability test is conducted using the alpha formula. The significance test is conducted at the level of $\alpha = 0.05$. The instrument is considered reliable if the alpha value is greater than the table r value of 0.215. The results of the reliability test are shown in Table 5. as follows:

Table 5. Reliability Test Results

Variabel	Cronbach Alpha	r tabel	Description
Service Quality	0,732	0,215	Reliabel
Satisfaction Level	0,613	0,215	Reliabel

Source: Processed Data SPSS, 2024

Based on the results of the reliability test in Table 5, the reliability coefficient values for the Quality questionnaire (Kualitas) are 0.732 and for the Satisfaction questionnaire (Y) are 0.613. Based on these reliability coefficient values, it can be concluded that all questionnaires in this study are reliable or consistent, and therefore can be used as research instruments.

Data Normality Test



Gambar 2. Hasil Uji Normalitas Data

Based on the image above, it can be observed that the points are scattered around the diagonal line and follow the direction of the diagonal line. It can be concluded that the regression model meets the assumption of normality.

Linearity Test

Table 6. Results of the Linearity Test

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
Y *Between (Combined)	411.678	26	15.834	.873	.640
X Groups					
Linearity	26.719	1	26.719	1.473	.230
Deviation from Linearity	384.959	25	15.398	.849	.666
Within Groups	1016.00856		18.143		
Total	1427.68782				

Source: Processed Data SPSS, 2024

Based on the results of the linearity test in the table above, the Sig Deviation from Linearity value is 0.666 > 0.05. It can be concluded that there is a significant linear relationship between Service Quality and Public Satisfaction.

Simple Linear Regression Analysis

Simple linear regression analysis is the linear relationship between one independent variable (X) and a dependent variable (Y). This analysis is used to determine the direction of the relationship between the independent variable and the dependent variable, whether it is positive or negative.

Table 7. Results of Simple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	
	B	Std. Error	Beta	t		
1	(Constant)	35.250	4.851		7.266	<.001
	X	.478	.063	.637	6.243	.017

a. Dependent Variable: Y

Source: Processed Data SPSS, 2024

Based on the results of the simple regression coefficient calculation above, it shows that the constant coefficient is 35.250 and the coefficient of the independent variable (X) is 0.478. Therefore, the regression equation is obtained.

$$Y = 35,250 + 0,478X$$

Explanation: Y = Public Satisfaction
X = Service Quality

Table 8. Significance Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	26.719	1	26.719	10.545	.017 ^b
Residual	1400.967	81	17.296		
Total	1427.687	82			

a. Dependent Variable: Y
b. Predictors: (Constant), X
Source: Processed Data SPSS, 2024

The significance test table above is used to determine the significance level or linearity of the regression. From the table, it is known that the calculated F value = 10.545. The criterion is determined based on the significance value (Sig), with the condition that if the Sig value < 0.05, then the regression model is considered significant. Based on the table above, the obtained Sig value is 0.017. Therefore, the regression model equation based on the research data is significant, meaning the regression model meets the criteria.

Hypothesis Test

The hypothesis testing used in this study employs Partial Test (t-test) and Coefficient of Determination (R²) tests.

Partial Test (T-test)

The partial test (t-test) aims to determine the extent of the independent variable's effect on the dependent variable while assuming that other variables remain constant. The decision criteria for this test are as follows: if the t-value (t hitung) > t-table (t tabel), then H₀ is rejected and H_a is accepted, meaning that there is a significant partial effect between the independent and dependent variables. Conversely, if t hitung < t tabel, then H₀ is accepted and H_a is rejected, meaning there is no significant partial effect of the independent variable on the dependent variable.

Based on the regression test conducted, the following results were obtained:

Table 9. Hypothesis Testing (t-test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	35.250	4.851		7.266	<.001
X	.478	.063	.637	6.243	.017

a. Dependent Variable: Y
Source: Processed Data SPSS, 2024

From the table above, the t-value (thitung) and the significance of the independent variable can be observed. The t-table value at a 5% significance level (2-tailed) can be determined using the following equation:

$$\begin{aligned} T \text{ table} &= n - k - 1 : \alpha/2 \\ &= 83 - 1 - 1 : 0,05/2 \\ &= 81 : 0,025 \\ &= 3,240 \end{aligned}$$

Explanation:
n : sample size
k : number of independent variables
1 : constant

Thus, the results are as follows:

It is known that the t-value (6.243) > t-table (3.240) and Sig. (0.017) < 0.05. This means that the quality of service has a significant effect on public satisfaction. Based on the testing criteria, since t-value > t-table, H_a is accepted and H₀ is rejected, with a significance level of 0.017.

Coefficient of Determination Test (R²)

Table 10. Coefficient of Determination

Model Summary ^b					
Model	R	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.637 ^a	.519	.507	4.153	1.872

a. Predictors: (Constant), X
b. Dependent Variable: Y
Source: Processed Data SPSS, 2024

From the table, it is known that the value of R represents the correlation coefficient. In this case, the correlation value of 0.637 indicates a strong relationship because it is close to 1. To determine the magnitude of the influence of the independent variable on the dependent variable, we look at the coefficient of determination (R square), which is obtained as 0.519. This means that the independent variable (quality) contributes 51.9%, while the remaining 48.1% is influenced by other variables not examined in this study. Therefore, it can be concluded that there is a significant relationship between the independent variable (X) and the dependent variable (Y).

Discussion

According to Wyckoff (in Zulian Yamit, 2020:47), service quality is the level of perfection expected and the control over that perfection to meet customer desires. Quality is relative and used to assess the alignment of something with certain requirements or specifications. If those specifications are met, then the quality can be considered good, otherwise, it is considered poor.

To determine quality, indicators that can be designed and improved are needed (Harbani Pasolong, 2016:151). Zeithaml, Parassuraman, and Berry, as cited in Harbani Pasolong (2016:155), identify five dimensions of service quality: tangible (physical evidence), reliability, responsiveness, assurance, and empathy. Meanwhile, according to Lukman (2020:119) and Gibson et al. (1987), satisfaction is related to a person's feelings after comparing

the results perceived with expectations. Tjiptono (1996:54) adds that customer satisfaction can create loyalty and commitment to a company. Schnaars in Tjiptono emphasizes that the goal of business is to create customer satisfaction, which can bring benefits such as harmonious relationships with agencies, repeat purchases, customer loyalty, and word-of-mouth recommendations that benefit the company.

According to Harbani Pasolong (2016:151), the Decree of the Minister for Administrative and Bureaucratic Reform (Kepmen PAN) Number 25 of 2014 establishes 14 elements that must be present for measuring the Public Satisfaction Index (IKM), which are implemented through 14 questionnaires. These elements include service procedures, service requirements, officer clarity, discipline, responsibility, officer competence, speed, fairness, politeness, reasonableness and certainty of costs, schedule certainty, comfort of the environment, and service security. The responses of respondents regarding both the Service Quality and Public Satisfaction variables fall into the "good" category, which indicates that service quality has a positive effect on public satisfaction.

Service quality is very important in government agencies because it can increase public satisfaction, which has a positive impact on the agency. The better the service quality, the greater the satisfaction experienced by users, which in turn also influences the performance of the service. Service can be defined as an activity carried out by individuals, groups, or organizations to meet customer needs with the aim of providing satisfaction. Good service places customers as the priority, ensuring effective interaction in line with expectations.

Furthermore, based on the results of the study and simple regression analysis, it can be concluded that the value of Y (Public Satisfaction) will be 35.250 if X (Service Quality) is 0 or absent. For every one percent increase in X (Service Quality), Y (Public Satisfaction) will increase by 0.478. The positive coefficient means that as the value of X (Service Quality) increases, the value of Y (Public Satisfaction) will also rise. This indicates that Service Quality has a positive and significant effect on public satisfaction. The correlation value (R) derived from the coefficient of determination (R²) is 0.637. It can be concluded that there is a significant relationship between the independent variable (X) and the dependent variable (Y). Meanwhile, the R Square value is 0.519, which means that the Service Quality variable contributes 51.9% to Public Satisfaction, while the remaining 48.1% is influenced by other variables not studied in this research.

The results of the research align with the theory proposed by Kotler (2019: 98), which states that there is a close relationship between service quality and an individual's satisfaction, as well as the benefits for the service provider agency. Higher service quality leads to higher satisfaction. Thus, it can be concluded that if an institution, specifically in this study the PTSL Program by the BPN Kampar office in the Ranah Village community, provides good service, the people served will feel satisfied with the service provided.

This is in line with previous research that proves the effect of service quality on satisfaction. A study conducted by Robby Nur Akbar, Zainul Arifin, and Sunarti (2016) titled "The Effect of Service Quality on Customer Satisfaction (A

Study on Priority Customers of PT. AIA Financial Malang Branch, East Java)" found that there is a significant effect of service quality on customer satisfaction. The study showed that the five independent variables, including Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy, all significantly influenced the level of customer satisfaction. The research also revealed that the Empathy variable had the most dominant effect on the level of public satisfaction.

According to Sampara Lukman (2021:12), service quality is measured based on the recognition of the service users, not the service providers, indicating that good service is acknowledged by those being served. Wyckoff (Zulian Yomit, 2020:47) explains that service quality encompasses the level of perfection expected and the control over that perfection to meet the customers' desires. According to Crosby (Nasution, 2019:41) quality is in accordance with the required standards or specifications. Therefore, service quality depends on the ability of the service provider to consistently meet customer expectations. Good quality will encourage consumers to establish long-term relationships with the company, allowing the company to better understand customer expectations and improve their satisfaction. The research findings indicate that service quality has an impact on public satisfaction in the PTSL program by the BPN of Kampar Regency in Desa Ranah.

4. CONCLUSION

Based on the research findings, it can be concluded that, from the results of simple linear regression with the equation $Y = 35,250 + 0,478 X$, it can be understood that the value of Y (Public Satisfaction) will be 35,250 when X (Service Quality) is 0 or absent. For every 1% increase in X (Service Quality), Y (Public Satisfaction) will increase by 0.478. The positive coefficient indicates a significant relationship between Y (Public Satisfaction) and X (Service Quality), meaning that as X (Service Quality) increases, Y (Public Satisfaction) will also increase.

The research hypothesis, which states "a significant influence of service quality on public satisfaction" in the PTSL program by BPN Kampar in Desa Ranah, Kampar District, can be accepted. This is supported by the results of the t-test between the two variables, where t count (6.243) > t table (3.240) and Sig. (0.017) < 0.05. This indicates that Service Quality has a significant impact on Public Satisfaction.

The correlation value (R) derived from the Coefficient of Determination (R²) test is 0.637. This shows that there is a significant relationship between the independent variable (X) and the dependent variable (Y). Meanwhile, the R Square value is 0.519, indicating that the Service Quality variable accounts for 51.9% of the variation in Public Satisfaction, while the remaining 48.1% is influenced by other variables not examined in this study.

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