

THE EFFECT OF RESPONSIVENESS, ASSURANCE, EMPHATY QUALITY OF SERVICE ON THE LEVEL OF COMMUNITY SATISFACTION IN THE EDUCATION OFFICE OF PEKANBARU CITY

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Abstract: This study was conducted to analyze and obtain evidence that commitment affects the responsiveness, assurance, and empathy of Pekanbaru City Education Office employees on community service satisfaction. The object used in this study is the school operator at the Junior High School (SMP) level as many as 53 people in 2021. The data analysis used in this research is multiple regression analysis. It is hoped that the research can contribute to the Pekanbaru City Education Office. The results of the study explain that there is a positive influence of assurance, empathy, and responsiveness. The results of testing the coefficient of determination obtained the adjusted R square value is 0.858. This explains that community satisfaction is influenced by the three independent variables, namely responsiveness, assurance, and empathy. While the remaining 13.4% is influenced by other variables. The results of the calculation of the t-test of the empathy variable are greater, this explains that empathy is a variable that has a dominant influence on people's satisfaction.

Keywords: *responsive, assurance, empathy, community satisfaction.*

1. Introduction

The term service comes from the word "serve" which means helping to provide everything that is needed by others for the act of serving. L.P. Sinambela (2006:3), states that basically every human being needs service, even at the extreme it can be said that service cannot be separated from human life. If viewed in terms of terminology, several experts who provide an understanding of service include The Liang Gie in his book Encyclopedia of Administration (1998: 104), which states that: Service is an activity carried out to fulfill, practice, and devote oneself. Service according to the Big Indonesian Dictionary (KBBI) is an effort to help prepare or take care of what other people need. Meanwhile, according to Moenir (2010: 26) service is an activity carried out by a person or group of people on the basis of material factors through certain systems, procedures and methods in an effort to fulfill the interests of others in accordance with their rights. Service is essentially a series of activities, therefore service is a process. As a process, service takes place regularly and continuously, covering all people's lives in society.

Moenir (2006:16), states that the process of meeting needs through the direct activities of other people is called service. According to Kotler in Juniarso Ridwan (2009: 18) suggests that:

"Service is any activity that is profitable in a group or unit, and offers satisfaction even though the results are not tied to a product physically".

Furthermore, Cristhoper (Tjandra, 2005: 3) states: "Service can be interpreted as a management system, organized to provide a continuous service relationship between the time of order and the time the goods or services are received and used with the aim of meeting customer needs/expectations in the long term" .

While a more detailed definition is given by Gronroos in Ratminto (2005:2), namely: "Service is an activity or a series of activities that are invisible that occur as a result of interactions between consumers and employees or other rights provided by the company providing services. services intended to solve consumer/customer problems".

Service is an activity provided by one party to another, which is intangible and does not result in any ownership. Such an activity assumes that service is an activity that can be seen physically or non-physically. Armstrong (1999) in Prawira (2012) defines services (services) as activities/benefits offered by one party to another which are essentially intangible and do not result in any ownership.

While Supranto (1997) states that service is an intangible appearance performance and quickly disappears and can be felt more than owned. Services can be attached to activities that can be seen physically or not. The same statement was also stated, Juwono et al (2003) stated that service is an activity carried out by a person or company/organization. Giving value is equated with the activity of providing benefits and meeting user needs. Therefore, the resulting service is certainly an appreciation of the wishes of the user.

Quality is a dynamic condition that affects products, services, people, processes and the environment that meet or exceed expectations (Tjiptono, 2001). So that the definition of service quality can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy of delivery in balancing consumer expectations (Tjiptono, 2007). Service quality can be identified by comparing consumer perceptions of the services they actually receive/get with the services they actually expect/want for the service attributes of a company. If the service received or perceived is as expected, then the service quality is perceived as good and satisfactory, if the service received exceeds consumer expectations, then the service quality is perceived as very good and of high quality. Conversely, if the service received is lower than expected, then the service quality is perceived as bad.

Responsiveness (responsiveness) is the willingness to help and provide fast (responsive) and appropriate service to customers, with clear information delivery.

Assurance (guarantee and certainty) is the knowledge, courtesy, and ability of company employees to foster customer trust in the company. Consists of several components including communication, credibility, security, competence, and courtesy.

Empathy (empathy) is to give sincere and individual or personal attention given to customers by trying to understand consumer desires. Where a company is expected to have understanding and knowledge of customers, understand specific customer needs, and have time for comfortable operations for customers.

2. Literature Review

Responsiveness

According to Tjiptono (2006:70), responsiveness is the staff's desire to help consumers and provide responsive services. Responsiveness can mean the response or alertness of employees in helping customers and providing fast service and which includes the alertness of employees in serving customers, the speed of employees in handling transactions. According to Rambat Lupiyoadi (2001:148) responsiveness is 'a willingness to help and provide fast and appropriate service to customers, with clear information delivery. Letting consumers wait without a clear

reason causes a negative perception of service quality. Company members must pay attention to specific promises to customers. Another element that is also important in this element of responsiveness is that company members are always ready to help customers. Whatever the position of a person in the company should always pay attention to customers who contact the company.

Assurance (Guarantee)

According to Tjiptono (2006:70), assurance includes the knowledge, ability, courtesy, and trustworthiness of the staff: free from danger, risk or doubt. When competition is very competitive, company members must appear more competent, meaning they have knowledge and expertise in their respective fields. The security factor, namely providing a sense of security and assurance to customers is also important. Meanwhile, according to (Zeithmal et. Al. 1990: 122). Zeitmal and Bitner (1996) quoted from Fandi Tjiptono (2002: 70) classify assurance into service quality dimensions which include knowledge, ability, courtesy and trustworthiness of the staff, free from danger, risk or doubt. The dimension of certainty or guarantee is a combination of the following dimensions:

Competence, meaning the skills and knowledge possessed by employees to perform services. Courtesy, which includes the friendliness, attention and attitude of the employees. Credibility, includes matters relating to trust in the company, such as reputation, achievements and others. The definition of guarantee in Rambat Lupiyoadi (2001:148) is 'knowledge, courtesy, and ability of company employees to foster customer trust in the company. Consists of several components, including communication, credibility, security, competence and courtesy. From several definitions of assurance that are perceived by several experts, assurance is an employee's action against a member or customer that is guaranteed and aims to give an image to the customer that the customer will be better off if they consume the product or service offered.

Empathy

According to Tjiptono (2006:70), empathy is the ease of making relationships, good communication, personal attention, and understanding the needs of consumers. Each member of the company should be able to manage time to be easily contacted, either by telephone or in person. Try to ring the phone a maximum of three times, then answer immediately. Remember, the customer's time is very limited so it's impossible to wait too long. Company members also have to understand customers, meaning that customers are sometimes like fussy parents or like little kids when they want something. By understanding the customer, it does not mean that company members feel "lost" and must "yes" the customer's opinion, but at least try to make compromises instead of fighting. Rambat Lupiyoadi (2001:148) explains that empathy is "giving sincere and individual or personal attention given to customers by trying to understand consumer desires. Where a company is expected to have understanding and knowledge of customers, understand specific customer needs, and have comfortable operating times for customers. Also try to carry out individual communication so that relationships with customers are more intimate. Company members must also understand customers, meaning that customers are sometimes like fussy parents or like children when they want something. By understanding the customer, it does not mean that company members feel "lost" and must "yes" the customer's opinion, but at least try to make compromises instead of fighting.

Research Design

The research design used in this study uses the Action Research method, namely research that focuses directly on social action. There are several opinions regarding the definition of this Action Research. There are those who think and interpret action research as research that is

followed by action, or program activities (actions) are followed by research, this opinion is not true! The common sense that is somewhat correct is to do an action while researching or researching while acting. Opinions about Action Research that are even more correct are researching and acting simultaneously. The following description would be able to clarify the correct understanding of action research. "Action research is a form of small-scale intervention in terms of the functioning of this real world, and carefully examines whether the intervention is effective or not." Of course, this short definition is very helpful for the layman, but it is not sufficient for those who want to know more about the characteristics and how to implement it. Action Research as steps in the form of a spiral consisting of, planning (planning), action (action), and evaluation of the results of the action. These three steps in this spiral (repetitive cycle) have been the main feature of action research to date. In this definition there is a principle that is carried out by the participants, namely the (practical) program actors who are then better known as participatory. This means that action research must involve actors in program activities, such as teachers, students, school principals, and so on. If the research starts from researchers outside of the members (participants) of the group concerned, the research can only be called action research if it is carried out collaboratively, namely the establishment of collaboration between external research teams and practitioners in the group concerned, some of which are as follows:

- a. Action research is an approach to improve the implementation of a program by making a change (intervention) and learning from experience in the changes made.
- b. Action research is participatory research, that is, research that involves program implementers working towards improving their ways of working.
- c. Action research is carried out through a self-reflective spiral, which is a repeated spiral cycle which includes: planning, acting, systematic observation of actions (observing), reflection (reflecting), and planning again (replanning). and so on.

Definition of Public Service

Understanding Public Service in corporate organizations, the problem of customer satisfaction is an urgent problem. Because customer satisfaction is one of the determinants of the life and death of a company. Many experts provide a definition of community/customer satisfaction. According to marketing expert Kotler (in Nasution, 2004: 104) emphasizes that customer satisfaction is the level of one's feelings after comparing the performance or results he feels compared to his expectations. Customer Satisfaction (Customer satisfaction) : Satisfaction is person 's feeling of pleasure or disappointment resulting from comparing a product perceived in relations to his or her expectations (Kotler, 2000). Customer satisfaction is the feeling (feeling) that buyers feel from the company's performance that meets expectations. Customer satisfaction is a post-purchase evaluation or evaluation result after comparing what is felt with expectations. From this explanation, it can be concluded that customer satisfaction is the result (outcome) that is felt on the use of products and services, equal to or exceeding expectations (in Zulian Yamit, 2005: 78).

Customer satisfaction has become a central concept in business and management discourse (Tjiptono and Chandra, 2005: 192). Customers generally expect products in the form of goods or services that are consumed to be accepted and enjoyed by good or satisfactory service (Assauri, 2003: 28). Customer satisfaction can shape perceptions and can further position the company's products in the eyes of its customers. Gaspersz (Lukman, 2000:123) states that basically community/customer satisfaction can be defined simply as a situation where the needs, desires, and expectations of customers can be met through the products consumed. Community satisfaction is the main goal of excellent service.

Therefore, as a servant apparatus, there is no reason not to try to satisfy the public. Community satisfaction as a customer can be achieved if the service apparatus knows who is the customer.

By knowing the customer, it means that the service apparatus easily understands the customer's wishes. Community satisfaction as a customer can be achieved if the needs, desires, and expectations are met. According to Gaspersz (1997:12) in general, customers want products that have the characteristics of being faster, cheaper, and better. Thus, it is necessary to pay attention to the time dimension, the cost dimension, as well as the product quality dimension and the attitude characteristic of faster is usually related to the time dimension which describes the speed and ease of obtaining the product.

Cheaper characteristics are usually related to the cost dimension which describes the price or cost of a product that must be paid by the customer. The characteristics better relate to the product which in this case is the most difficult to describe precisely.

In the public sector excellent service behavior agenda, SPAMEN LAN (Lukman, 2000:125) mentions important factors of customer satisfaction, namely:

- a. Customer satisfaction, is the most powerful tool for the life of our organization;
- b. Customers must be given the best and optimal service possible;
- c. Customer satisfaction requires a steady professional work effort;
- d. Satisfying customers is the responsibility of all parties in the organization;
- e. Satisfactory services are our actions, not advertisements that we tout. Public services by Government officials today still have many weaknesses so that they have not been able to meet the quality expected by the community.

While the principle of public service according to Kasmir (2005: 18-21), namely the basics of service, there are ten things that must be considered so that the service becomes safe, comfortable, and pleasant, including the following:

- a. Dress and look neat and clean
- b. Confident
- c. Greet gently, try to say names if you already know each other
- d. Calm, polite, respectful and diligent in listening to the attitude of the conversation
- e. Speak in a good and correct language
- f. Passionate in serving customers and showing their abilities
- g. Don't interrupt or interrupt the conversation
- h. Able to convince customers and provide satisfaction
- i. If you are unable to handle existing problems, ask for help from other employees or superiors
- j. If you have not been able to serve, tell when it will be served.

Furthermore, in Kepmenpan Number 81 of 1993 concerning Guidelines for the Management of Public Services, there are qualitative criteria to assess the quality of public services, namely:

- a. The number of residents/communities requesting services (per day, per month, or per year) as well as the development of services from time to time, does it show an increase or not.
- b. The length of time the service is provided.
- c. Ratio or comparison between the number of existing employees or personnel with the number of residents/communities requesting services to show the level of work productivity.
- d. Use of modern tools to speed up and simplify implementation.
- e. The frequency of complaints or praise from the public regarding the performance of the services provided, either through the mass media or through the suggestion box provided.
- f. Other physical assessments, such as environmental cleanliness and coolness, employee work motivation and other aspects that have a direct influence on the performance of public service employees.

Furthermore, Minister of Administrative Decree No. 16 of 2014 concerning Guidelines for Community Satisfaction Surveys (SKM) on the implementation of public services which is used to measure community satisfaction as service users and improve the quality of public service delivery, which includes:

1. Requirements
Requirements are requirements that must be met in the management of a type of service, both technical and administrative requirements.
2. Procedure
Procedures are service procedures carried out for service providers and recipients, including complaints.
3. Service time
Service time is the period of time required to complete the entire service process of each type of service.
4. Fees/Tariffs
Fees/Tariffs are fees charged to service recipients in managing or obtaining services from the provider, the amount of which is determined based on an agreement between the operator and the community.
5. Product Specification Service Type
Product specifications for the type of service are the results of services provided and received in accordance with predetermined provisions. This service product is the result of each type of service specification.
6. Implementing Competence
Implementing Competencies are abilities that must be possessed by implementers including knowledge, expertise, skills, and experience.
7. Implementing Behavior
Implementing behavior is the attitude of officers in providing services.
8. Service Notice
The Service Declaration is a statement of the ability and obligation of the organizer to carry out services in accordance with service standards.
9. Handling Complaints, Suggestions and Feedback
Handling complaints, suggestions and inputs, is the procedure for handling complaints and following up.

This is indicated by the existence of various public complaints submitted through the mass media, so that it can create an unfavorable image of the government apparatus. Given that the main function of the government is to serve the community, the government needs to continue to improve the quality of services. One of the efforts to improve the quality of public services, as mandated in the Law of the Republic of Indonesia Number 25 of 2000 concerning the National Development Program (PROPENAS), it is necessary to develop a community satisfaction index as a benchmark for assessing the level of service quality. In addition, the community satisfaction index data will be able to be used as an assessment material for service elements that still need improvement and become a driving force for each service provider unit to improve the quality of its services.

Community Satisfaction Index (IKM)

IKM is data and information about the level of community satisfaction obtained from the results of quantitative and qualitative measurements of public opinion in obtaining services from the apparatus of public service providers by comparing their expectations and needs.

Elements & Nature of Public Service

In the process of public service activities, there are several factors or elements that support the course of activities. According to Moenir (1995:8), these elements include: Systems, Procedures and Methods, namely in public services there is a need for information systems, procedures and methods that support smoothness in providing services. Personnel, especially

emphasized on the behavior of the apparatus; In public services, government officials as service personnel must be professional, disciplined and open to criticism from customers or the public. Facilities and infrastructure In public services, equipment and work space are needed as well as public service facilities. For example a waiting room, adequate parking.

Society as a customer In public services, the community as a customer is very heterogeneous, both in terms of education level and behavior.

Based on the Decree of the Minister of Empowerment of State Apparatus No. 63 of 2003 the essence of service is the provision of excellent service to the community which is the embodiment of the obligations of government officials as public servants. According to the Employment Law Number 43 of 1999, Civil Servants (PNS) as government officials have an obligation to provide services to the community in a professional manner. As public servants, civil servants must provide the best or excellent service to service recipients indiscriminately. So civil servants are obliged to provide services or serve, not ask to be served.

Previous Research

A. Intan Kusuma Dewi (2004), with the research title "The Effect of Service Quality on Community Satisfaction at Aisyiyah Hospital Malang". The results of the analysis show that all variables are influential and the Empathy variable (X4) has a dominant influence.

B. Mohammad Aris Wachjudi (2006), with the research title "The Effect of Service Quality on Customer Satisfaction at PT Asuransi Jiwa Sraya Branch Office Malang City.

C. Ana Restiani (2008) with the research title "The Effect of Service Quality on Patient Satisfaction at Saiful Anwar Hospital (RSSA) Malang (Empirical Study of Nurses for Askeskin Patients at IRNA II)". Based on the results of his research, it shows that all variables have an effect and the Empathy variable (X5) has a dominant influence.

3. Method

Place and time of research

The location of this research will be carried out at the Pekanbaru City Education Office, which is located at Jalan Samsul Bahri. This research was carried out for 3 (three) months from October to December 2021.

Population and Sample

The population in this study were the operators of SMP in Pekanbaru City, amounting to 53 people. So the population of this study was 53 people. By looking at the population data above, the writer takes the method of determining the number of samples using the Slovin formula. From the calculation results, the number of samples studied in this study were 53 people.

Data collection technique

Collecting data in this study in the form of primary data and secondary data in the form of qualitative and quantitative. Quantitative data are in the form of numbers, scales, formula tables and so on that use more or less mathematics, while qualitative data are in the form of data that cannot be measured by numbers or other measurements that are exact.

Research Instrument Test

Measurement Scale

In this study, the measurement scale used is the Likert scale. In this study, a 5-level Likert scale was used, where 5 alternative answers were made which would be given the following weights:

1. Score 5 for the answer Strongly Agree (SS)
2. Score 4 for the answer Agree (S)

3. Score 3 for the answer Disagree (TB)
4. Score 2 for the answer Disagree (TS)
5. Score 1 for the answer Strongly Disagree (STS)

Validity and Reliability Test

The procedure for testing the validity of the instrument is done by calculating the variable scores from the item scores. The questions used can be said to be valid if the correlation (r) exceeds 0.3. For the instrument reliability test, only valid items are known in the instrument validity test. Cronbach Alpha test is used to test the level of reliability (reliability) of each variable. If the value of Cronbach's alpha the closer to 1, the higher the consistency of reliability.

Analysis Design and Hypothesis Testing

The data analysis technique used in this research is correlation analysis and multiple regression. This Multiple Linear Regression Model is intended to test the effect of two or more Independent Variables on one dependent variable.

Hypothesis testing in this study was carried out by regression testing. Regression in this study is used to investigate the effect of one or more predictor variables in order to obtain the best and simplest model that can describe the relationship between the two types of variables.

Multiple regression analysis was carried out with Anova, namely the application output. This condition is used to determine the correlation between the independent variables, namely Responsiveness (X1) Assurance (X2) and Empathy (X3) on Community Satisfaction (Y). Provided that if probability (sig) < real level (α) then the regression model is a linear model, whereas if probability (sig) > real level (α) then the regression model is a non-linear model.

4. Result and Discussion

Table 1. Results of the Coefficient of Determination

Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	0.931 ^a	0.867	0.858	2.846

In table 1 it is known that the adjusted value of R square is 0.858. This shows that 85% of community satisfaction is influenced by a combination of three independent variables, namely empathy (X1), responsiveness (X2), insurance (X3), while the remaining 15% is influenced by other variables not examined.

Hypothesis test

This partial hypothesis testing is used to see the partial effect of empathy (X1), responsiveness (X2) and insurance (X3) on community satisfaction (Y) at the Pekanbaru City Education Office. The test results can be seen from the comparison between the t-count and t-table values. The partial test results can be seen from the following table:

Table 2. Results of Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constan)	8.245	4.352		1.895	.064
	X1	.739	.120	1.899	6.139	.000
	X2	-.346	.125	-.855	-2.770	.008
	X3	.187	.071	.203	2.624	.012

a. Dependent Variabel : Community Satisfaction

Based on table 2, the regression equation model in this study was obtained as follows:

$$Y = 8.245 + 0.739X_1 + -0.346X_2 + 0.187X_3$$

Where :

X_1 = Empathy / caring (empathy)

X_2 = Responsiveness

X_3 = Guarantee (assurance)

y = Community Satisfaction

The results of hypothesis testing in this study are as follows:

The regression equation can be explained as follows:

1. The constant value (β_0) is 8,245, which means that community satisfaction is 8,245 points without the influence of the five independent variables (X_1 , X_2 , and X_3).
2. The independent variable responsiveness (X_1) has a positive effect on community satisfaction (Y) with a coefficient value of 0.7.39 which means that every 1 point change in the responsiveness variable of the apparatus providing services will have a positive effect on community satisfaction of 0.739 points with the assumption that the other independent variables (X_1 , X_2 , and X_3) remain.
3. The Independent Assurance variable (X_2) has a positive effect on community satisfaction (Y) with a coefficient value of -0.346 which means that every change in the relationship variable (X_2) of 1 point will have a positive effect on community satisfaction of -0.346 points with the assumption that the other independent variables (X_1 , X_2 , and X_3) remain.
4. The independent variable empathy or caring (X_3) has a positive effect on community satisfaction (Y) with a coefficient value of 0.187 which means that every change in the relationship variable (X_3) of 1 point will have a positive effect on community satisfaction of 0.187 points with the assumption that the other independent variables (X_1 , X_2 , and X_3) remain.

Assumption

Based on table 3, it is found that if the F-table is greater than the F-count, it means that there is no significant effect between the research variables (responsiveness, assurance and concern) together on community satisfaction. On the other hand, if the F-table is smaller than the calculated F, it means that simultaneously or together these variables have a significant effect on people's satisfaction.

From the results of calculations using the application program obtained F-count of 105,667 this means that $F\text{-table} < F\text{-count}$, which means that there is a simultaneous significant relationship between the research variables (responsiveness, assurance, and empathy) on the performance of community satisfaction, so that the research hypothesis which states "It is suspected that the evidence of responsiveness, assurance and empathy with community satisfaction, simultaneously has a significant effect on community satisfaction at the Pekanbaru City Education Office.", ACCEPTABLE.

The Effect of Service Quality on Community Satisfaction

In this general description, respondents are categorized based on gender, occupation, and education level. The results of the questionnaire show that most of the community is dominated by men, and most of them have S1 education. The results of the validity and reliability tests were carried out to determine whether an instrument was valid and reliable or not. All statements of the independent variable (X) consisting of responsiveness (X_1), assurance (X_2), and empathy (X_3) and (Y) community satisfaction after being processed with the application for windows, all instruments are considered valid and reliable. Furthermore, from the distribution of questionnaires which were distributed to 53 respondents to the operators of SMP

Kota Pekanbaru, the results of statistical tests showed that simultaneously there was a significant effect of service quality variables on community satisfaction.

The variables of responsiveness (X1), assurance (X2), and empathy (X3) have a partially significant effect on community satisfaction (Y). And from the test results in accordance with the proposed hypothesis. The explanation of each of the variables as follows:

The effect of responsiveness (X1) on community satisfaction (Y)

The X1 variable hypothesis test shows that the responsiveness variable has a significant effect on community satisfaction. From the results of the calculation of the responsiveness variable (X1), the t-count value is 6.139. From the results of this test, it proves that partially the responsiveness variable (X1) has a positive and significant influence on the community satisfaction variable (Y).

Effect of guarantee (X2) on community satisfaction (Y)

The X2 variable hypothesis test shows that the guarantee variable has a significant effect on community satisfaction. From the results of the calculation of the guarantee variable (X2), the t-count value is -2.770. From the results of this test proves that partially the guarantee variable (X2) has a positive and significant influence on the community satisfaction variable (Y).

The effect of empathy (X3) on people's satisfaction (Y)

The hypothesis test of the X3 variable shows that the empathy variable has no significant effect on community satisfaction. From the results of the calculation of the empathy variable (X3), the t-count value is 2.624. From the results of this test, it proves that partially the empathy variable (X3) does not have a significant effect on the community satisfaction variable (Y).

5. Conclusions

The conclusions in this study are as follows:

1. Responsiveness has a positive and significant effect on community satisfaction with the services received.
2. Assurance has a positive and significant effect on community satisfaction with the services received.
3. Empathy has a positive and significant effect on community satisfaction with the services received.
4. The quality of service that has the most influence on people's satisfaction is the variable responsiveness/responsiveness and empathy/empathy.

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