

ANALYSIS OF THE INFLUENCE OF QUALITY OF SERVICES AND SOCIAL ASSISTANCE ON COMMUNITY SATISFACTION (CASE STUDY IN SOCIAL ASSISTANCE RECIPIENT MSME ACTORS IN THE CITY OF HIGH CLUB)

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Abstract

This study aims to determine the Analysis of the Effect of Service Quality and Social Assistance on Community Satisfaction (Case Study on Social Assistance Recipients in Tebing Tinggi City). The research method used is a quantitative method using the help of SmartPLS 3.0, which is collected from the results of distributing questionnaires to as many employees as 97 respondents. The analytical method used in this research is to use an instrument test, namely the validity and reliability test of the measurement model evaluation (outer model), the evaluation of the structural model (inner model), the analysis of the coefficient of determination (R^2), hypothesis testing, namely the T test and F test. The results of SmartPLS in this study, namely the service quality variable (X1) has an effect on the community satisfaction variable (Y), the social assistance variable (X2) has no effect on the community satisfaction variable (Y), the service quality variable (X1) and social assistance (X2) has a significant effect. simultaneously on community satisfaction (Y).

Keywords: *Service Quality, Social Assistance and Community Satisfaction*

INTRODUCTION

According to Kotler (2012) customer/community satisfaction is a person's feeling of pleasure or disappointment that arises after comparing his recognition or impression of the end result being under the client's unfulfilled wishes. But if performance exceeds expectations, the customer is highly satisfied and happy.

One of the factors that can affect community satisfaction is the quality of service. According to Lupiyoadi & Hamdani (2014) Defining service quality is because all exercises that seek to combine appreciation from requesting, preparation to giving benefits occur through communication to accelerate participation with immediate buyers.

Another factor that influences community satisfaction is assistance. According to Rahayu (2012) Social assistance can be in the form of an exchange of money or merchandise given to the community in order to protect them from social hazards that may

arise and to promote community welfare. The assistance provided by the government cannot fully satisfy the community, this often happens because most of the equipment or the goods provided by the government through the Trade Office of the City of Tebing Tinggi could not function properly and did not function at all.

LITERATURE REVIEW

Quality as interpreted in ISO 9000 can be a combination of characteristic properties that determine the extent to which results can meet the requirements of the client's needs, the client decides and surveys the extent to which the properties and characteristics meet their needs. According to Berry (2014) Service quality can be in the form of an energetic condition that is closely related to goods, administration, human assets, as well as forms and environments that can at least meet or exceed the quality of the expected benefits. Meanwhile, agree with Kotler et al (2016) Service Quality is the totality of highlights and characteristics of an item or benefit that has the capacity to satisfy stated or inferred needs.

Opinion Kotler (2012) Community satisfaction is client fulfillment which can be in the form of a person's feeling of satisfaction or disappointment that occurs after comparing the recognition or impression of its implementation under the anticipated and disappointed client. This fulfillment will certainly be felt after spending the item. Agree with Hansemark & Albinsson (2014) generally client satisfaction is an attitude toward a supplier of benefits, or an enthusiastic reaction to the difference between what clients anticipated and what they actually got. Agree with Zeithaml MJ Bitner, DD Gremler (2013) Client fulfillment can take the form of the customer's assessment of an item or its benefits to decide whether the item meets the client's needs and expectations.

As for what is meant by social assistance according to law Number 39 of 2012 Article 1 paragraph 15, social assistance is the giving of awards in the form of money/goods from the nearest government to people, families, groups and/or communities that are not economical and specific and essentially is to secure oneself from social opportunities that may occur. Meanwhile, according to Rahayu (2012) exchange of money or products given to the public in order to protect against social hazards that may occur and to make steps for social welfare. In accordance with the Control of State Service Funds of the Republic of Indonesia Number 81/PMK.05/2012 concerning Consumption of Social Assistance at Ministries/State Offices, what is meant by payment of social assistance is installments in the form of installments. exchange for cash, merchandise or administration provided.

METHOD

Data analysis method related to calculations in answering the formulation of the problem and testing the hypotheses that have been proposed. Data analysis in this study is a quantitative analysis using analytical test equipment *Partial Least Square* (PLS). PLS is a powerful analytical method and is often referred to as soft modeling because there is no regression assumption in it.

As an analysis tester, PLS has two evaluation models, viz measurement model/*measurement model* (outer model) to test the validity and reliability, and the structural model/*structural model* (inner model) for testing hypotheses using predictive models.

Validity test is used to find out how precisely the instrument can measure a data, or in other words to assess whether the instrument used is indeed able to measure something you want to measure (Janti, 2014).

The convergent validity test can be seen from the relationship between scores on indicators and scores on variables. Convergent Validity is considered high if the value of the correlated factor loading is greater than 0.7. If the value of the loading factor is high, it can be said that the indicator correctly explains the variable that has been measured.

The reliability test can prove how much the measurement results can be accepted or trusted consistently from each variable or to assess the reliability of each measuring instrument used (Janti, 2014).

The structural model or inner model aims to see the correlation or relationship between latent variables in research. The stages in evaluating the inner model are Coefficient of Determination/R-Square (R²), Stone-Geisser test (Q²).

Hypothesis testing is a technique in research that is used to test the truth of statements that have been stated by researchers so that conclusions can be drawn whether these statements are accepted or rejected. The hypothesis test in this study is the t test and F test.

This test is carried out by testing parameter b (correlation test) using the statistical F test. To test the effect of the independent variables together (simultaneously) on the dependent variable, the F test is used. According to Sugiyono (2013: 257) it is formulated as follows:

$$F_h = \frac{(1 - R^2) / (n - k - 1)}{}$$

Information:

R = Multiple correlation coefficient

k = Number of independent variables

n = Number of sample members

RESULTS AND DISCUSSION

Content Results and Discussion

Instrument Validity Test Results Using Loading Factor

	<i>Loading Factor</i>		
X1.1	0.781		
X1.2	0.660		
X1.3	0.743		
X1.4	0.692		
X1.5	0.674		
X2.1		1,000	
Y. 1			0.922
Y.2			0.900
Y.3			0.937
Y.4			0.912
Y.5			0.905
Y.6			0.881
Y.7			0.816

Based on the table above, it can be seen that all loading factor values have crossed the limit of 0.6 so that it can be concluded that each indicator in this study is valid.

Instrument Validity Test Results Using Cross Loading

Items	Service quality	Social Assistance	Community Satisfaction
X1.1	0.781	0.397	0.104

X1.2	0.660	0.268	0.194
X1.3	0.743	0.353	0.334
X1.4	0.692	0.368	0.169
X1.5	0.674	0.330	0.240
X2.1	0.053	1,000	0.288
Y.1	-0.018	0.459	0.992
Y.2	-0.009	0.404	0.900
Y.3	-0.005	0.407	0.937
Y.4	0.119	0.498	0.912
Y.5	0.131	0.465	0.905
Y.6	0.050	0.389	0.881
Y.7	0.053	0.425	0.816

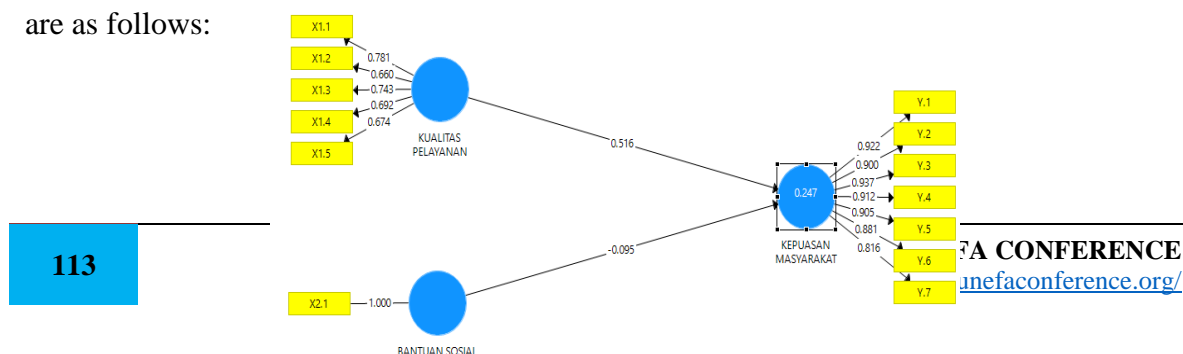
Based on the table above, it can be seen that all the cross loading values of each intended indicator have a higher correlation with each variable compared to other variables. It can be concluded that the indicators above are valid as a whole.

Calculation of AVE, Cronbach Alpha, and Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variances Extracted (AVE)
Service quality	0.756	0.764	0.836	0.506
Social Assistance	1,000	1,000	1,000	1,000
Community Satisfaction	0.959	0.962	0.966	0.804

From the calculation results above, it can be seen that all indicators are reliable in measuring their latent variables.

Evaluation of the inner model can be seen from several indicators which include the coefficient of determination (R²), Predictive Relevance (Q²) and Goodness of Fit Index (GoF). The results of the structural model displayed by SmartPLS3.0 in this study are as follows:



Correlation Value (r²)

Variable	r ²
Community Satisfaction Y	0.247

Based on Results r² of the Community Satisfaction variable of 0.247 or 24.7% which means that Community Satisfaction is influenced by Service Quality, Social Assistance and or in other words the contribution of Service Quality, Social Assistance and is 24.7% while the remaining 75.3% is the contribution of other variables not discussed in this study.

Calculation of goodness of fit can be used to determine the magnitude of the contribution given by exogenous variables to endogenous variables. Following are the results of calculating the Goodness of Fit Model in this study:

$$Q^2 = 1 - (1 - r^2) (1 - r^2)$$

$$Q^2 = 1 - (1 - 0.247\%)$$

$$Q^2 = 0.247$$

Based on the calculation above, the Q-square predictive relevance (Q²) value is 0.247 or 24.7%. This shows that the contribution of service quality and social assistance to community satisfaction as a whole is 24.7%, while the remaining 75.3% is a contribution of variables not discussed in this study.

Hypothesis testing in this study uses an alpha of 5%, which means if the t-statistic value ≥ 1.960 or the probability value \leq level of significance ($\alpha = 5\%$).

Testing the direct effect is used to explain the hypothesis 1, 2 and 3 through path coefficients.

Path Coefficients

	<i>Original Sample (O)</i>	<i>Sample Means (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>Q statistics (O/STDEV)</i>	<i>P Values</i>
Service Quality X1 -> Community	0.516	0.526	0.131	3,944	0.000

Satisfaction Y					
Social Assistance X2- >Community Satisfaction Y	0.095	0.093	0.057	1,676	0.094

Based on the table, the test results obtained from each hypothesis are as follows:

1. **H1: Service Quality has an effect on community satisfaction**

Based on the test results contained in the table, it can be seen that the t-statistic value of the relationship between service quality and community satisfaction is 3.944 with sig. of 0.000. The test results show that the t-statistic is ≥ 1.96 and the sig. \leq level of significance ($\alpha=5\%$). This shows that there is a significant influence between service quality and community satisfaction. Thus hypothesis 1 is accepted.

2. **H2: Social Assistance has an effect on community satisfaction**

Based on the test results contained in the table, it can be seen that the t-statistic value of the relationship between social assistance and community satisfaction is 1.676 with sig. of 0.094. The test results show that the t-statistic ≤ 1.96 and the sig. \geq level of significance ($\alpha=5\%$). This shows that there is no significant influence between social assistance on community satisfaction. Thus hypothesis 2 is rejected.

To test the effect of the independent variables together (simultaneously) on the dependent variable, the F test is used. According to Sugiyono (2013: 257) it is formulated as follows:

$$F_h = \frac{R^2/k}{(1-R^2)/(n-k-1)}$$

Information:
 $R = 0.247$
 $k = 2$
 $n = 97$

$$F_h = \frac{0.247^2/2}{(1-0.247^2)/(97-2-1)}$$

$$F_h = \frac{0.0305}{(16,393)/(94)}$$

$$F_h = \frac{0.0305}{0.1743}$$

$$F_h = 0.1749$$

From the calculation results it can be concluded that the third hypothesis is rejected, meaning that the quality of service and social assistance does not have a simultaneous effect on community satisfaction.

Contents of Discussion Results

1. The effect of service quality on community satisfaction

Based on the results of the analysis of hypothesis 1, it can be seen that service quality influences community satisfaction at the Tebing Tinggi City trade service. The results of this research are based on the respondents' answers to item 1 of 4.402, which means that the respondents tend to agree and strongly agree that the services provided by the Department of Trade are good. Furthermore, the average score for item 2 is 4.206, which means that respondents tend to strongly agree and agree that there is always an increase in the Department of Trade Services. The average score for item 3 is 4.288 so that it can be seen that respondents tend to strongly agree and agree that Trade Service employees respond quickly to public complaints. Then the average score for item 4 is 4, 247 so that it can be seen that respondents tend to strongly agree and agree that the Department of Trade always provides accurate information. The average score for item 5 is 4.427 so that it can be seen that Trade Service employees serve the community well and politely.

2. The Effect of Social Assistance on Community Satisfaction

Based on the results of the analysis of hypothesis 2, it can be seen that the social assistance variable has no effect on community satisfaction at the Tebing Tinggi City trade service. The results of this study were based on the respondents' answers which showed that out of 97 respondents who answered satisfied as many as 81 people with a percentage of 83.5% said they were not satisfied as many as 16 people who answered not satisfied which only reached a percentage of 16.5%.

CLOSING

Conclusion

1. The first hypothesis proposed states that the quality of service affects the satisfaction of social assistance recipients in Tebing Tinggi City. From the results of data processing using Smart.PLS3.0, the result of t_{count} is $3.944 > t_{table}$ is 1.96, it can be

concluded that the first hypothesis is accepted, meaning that service quality affects the satisfaction of social assistance recipients in Tebing Tinggi City.

2. The second hypothesis proposed states that social assistance affects the satisfaction of social assistance recipients in Tebing Tinggi City. From the results of data processing using Smart.PLS3.0, the result of t_{count} is $1.676 < t_{table}$ is 1.96, it can be concluded that the second hypothesis is rejected, meaning that social assistance does not affect the satisfaction of social assistance recipients in Tebing Tinggi City.
3. The third hypothesis proposed states that the Quality of Service and Social Assistance has a simultaneous (together) effect on the Satisfaction of Recipient Social Assistance in the City of Tebing Tinggi. From the results of manual data processing using a formula showing the results of F_{count} of $0.1749 < F_{table}$ of 3.09, it can be concluded that the third hypothesis is rejected, meaning that the Quality of Service and Social Assistance does not affect simultaneously (together) on the satisfaction of the recipient community of Social Assistance in the High Cliff City

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