

**THE INFLUENCE OF LOCATION ACCESSIBILITY ON PUBLIC
SATISFACTION WITH SERVICE QUALITY
SEI VILLAGE EQUIPMENTS LIKE DROWING AS
INTERVENING VARIABLES
(Case Study in Sei Suka Deras Village Community, Batu Bara District)**

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Abstract

This study aims to find out how the influence of location accessibility on community satisfaction with the quality of service of Sei Suka Deras Village Officials as an Intervening Variable. The research method used is the method of qualitative data and quantitative data. While the data used is primary data. The method of data analysis in this study used simple linear regression analysis to obtain a comprehensive picture of the influence between the variables of Community Satisfaction Location Accessibility by using the SPSS 25 for Windows program. To find out whether there is a significant effect of the independent variable on the dependent variable, a simple linear regression model is used. The results of hypothesis testing using simple regression analysis and t-test show that

Keywords: *Location Accessibility, Community Satisfaction, Service Quality*

INTRODUCTION

Government administration carried out by government agencies at the center, in the regions, and within the State Owned Enterprises or Regionally Owned Enterprises uses the term service conception to the community as public service which includes administrative services, permits and public services. In the fourth paragraph of the Preamble to the 1945 Constitution, it is expressly stated that the task of the Government of the Unitary State of the Republic of Indonesia is to protect the entire Indonesian nation and all of Indonesia's bloodshed, promote public welfare, educate the nation's life and participate in carrying out world order, eternal peace and social justice. . To be able to carry out these general tasks properly, the State Apartur needs to be equipped with the ability to serve the community. Schnaars (Harbani Pasolong, 2010: 221) states that: The creation of customer or community satisfaction can provide benefits, including: the relationship between customers and agencies becomes harmonious, provides a good basis for repeat buyers (use), creates customer loyalty and forms recommendations word of mouth, all of which benefit the company. When reviewed further, the achievement of community satisfaction through service quality can be improved by several approaches. Customer satisfaction is shifting towards government bureaucracy in the context of public services, because improving the quality of public services in the form of service is very important as the end point of the

whole bureaucratic reform. Therefore, Public services provided by the public sector are still unsatisfactory to the public. Public services carried out by the bureaucracy do not serve customers (customers) but serve citizens.

Viewed from an economic point of view, service is a means of satisfying human needs as is the case with goods. But services have their own characteristics that are different from goods.

According to Tjiptono (2010) service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires. Therefore the position of the government apparatus in public services is very strategic because it will greatly determine the extent to which the government is able to provide the best possible service to the community, which will thus determine the extent to which the state has carried out its role properly in accordance with its founding goals. Public service can be interpreted as providing services (serving) the needs of a person or community who have an interest in the organization in accordance with the basic rules and procedures that have been determined.

The following is an explanation of how the services provided at the sei suka village office:

Table

STRATEGIC TARGET	PROGRAM TARGETS	TARGET	Achievement
Fulfillment of Community Administration Services	Service Program	1 year	100%
Increasing the manufacture of e KTP.	Improvement Program	1 year	80%
Harmonization of Policies for Improving the Community's Quality of Life for assistance.	Policy Harmonization Program for Improving the Community's Quality of Life	1 year	70%

Source: Village Office Sei likes.

Apart from the prime service factor, access to the location of companies/government agencies or producers is a very important consideration for the community to enjoy public services for all forms of services they need, therefore an easily accessible and strategic location is a driving force in increase in community satisfaction. The phenomenon at the Sei Suka Deras Village Office over the past two years has seen an increase in interest in visiting the community because this village office prioritizes excellent service, and seeing the location which is located near the Access Road Kuala Tanjung crossing which is easy to reach further increases added value to the Sei Village Office Like Deras`

LITERATURE REVIEWS

Location Accessibility

One of the variables or factors of marketing, namely location, also contributes to the success of a company. Because it must be admitted that consumers or potential customers will be very helpful if when they want a product or service, they want to enjoy the product or service as soon as possible.

Location is where the company operates or where the company carries out activities to produce goods and services that are concerned with the economic aspect, this definition was put forward by Fandy Tjiptono in Wahyudi (2014: 7). Meanwhile, the definition according to Lupiyoadi in Pamungkas (2014:28) defines a location as a place where you have to leave for surgery.

Service quality

According to Tjiptono (2016) service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires. Based on the opinion above, it can be concluded that there are main factors that influence service quality, namely: Expected services and perceived/perceived services. If the perceived service is in accordance with the expected service, then the quality of the service will be perceived as good or positive. If the perceived service exceeds the expected service, then service quality is perceived as ideal quality. Likewise, if the perceived service is worse than the expected service, then the perceived service quality is negative or bad.

Community Satisfaction

Schnaars (Harbani Pasolong, 2010: 221) states that: The creation of customer satisfaction can provide benefits, including: the relationship between customers and agencies becomes harmonious, provides a good basis for repeat buyers (use), creates customer loyalty and forms word of mouth recommendations word of mouth, all of which benefit the company. Based on this understanding of customer satisfaction, it can be concluded that customer satisfaction is the level of one's feelings after consuming a product or service towards the needs, wants, and expectations he wants.

METHODS

Data collection technique

The data collection technique used is by:

1. Questionnaire

Questionnaires or questionnaires are a number of questions or written statements regarding factual data or opinions relating to the respondent, which are considered facts or truths that are known and need to be answered by the respondent. In this questionnaire, a closed question model will be used, namely questions that have been

accompanied by alternative answers before so that respondents can choose one of the alternative answers.

The processing of data in this study uses a Likert Scale. According to Sugiyono (2013: 132) is "a Likert scale used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena".

In answering this Likert scale, the respondent only gives a mark, for example a checklist or a cross on the answer chosen according to the statement. The questionnaire that has been filled in by the respondent needs to be scored. The following is the weight of the rating on the Likert scale.

Table
Rating Weight

Statement	Positive Score
Strongly Agree / Always	Score 5
Agree/Often	Score 4
Doubtful/Sometimes/Normally	Score 3
Don't agree	Score 2
Strongly Disagree	Score 1

Source: Sugiyono (2012:94)

2. Interview

According to Sugiyono (2015: 231) interviews are a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be studied, but also if the researcher wants to know things from respondents that are more in-depth.

3. Library Studies

Literature study, according to Nazir (2013) data collection technique by conducting a review study of books, literature, notes, and reports that have to do with the problem being solved.

Types and Data Sources

1. Data Type

According to Sugiyono (2015), the types of data are divided into 2, namely qualitative and quantitative. This study uses data types in the form of qualitative and quantitative.

a. Qualitative Data

Qualitative data according to Sugiyono (2015) is data in the form of words, schemes, and pictures. The qualitative data of this research are the names and addresses of the research objects

b. Quantitative Data

Quantitative data according to Sugiyono (2015) is data in the form of numbers or qualitative data that is numbered.

2. Data Source

According to Sugiyono (2012: 193) the types of data are divided into two, namely:

- a. Primary data is a data source that directly provides data to data collectors. In this study, the primary data was in the form of data from questionnaires and interviews conducted by researchers.
- b. Secondary data is a source that does not directly provide data to data collectors, for example through other people or through documents.

RESULTS AND DISCUSSION

Results and Discussion

1. Validity Test

Validity testing using the SPSS version 25.00 with criteria based on the calculated r value as follows:

- a) If $r_{count} > r_{table}$ or $-r_{count} < -r_{table}$ then the statement is declared valid.
- b) If $r_{count} < r_{table}$ or $-r_{count} > -r_{table}$ then the statement is declared no valid.

This test was carried out on 91 respondents, then $df = 91 - k = 89$, with $\alpha = 5\%$, an r table value of 0.206 was obtained (Ghozali, 2016), then the calculated r value will be compared with the r table value as in the following table:

Table of Validity Test Results

Location Accessibility (X)			
Statement	rcount	rtable	validity
1	0.583	0.206	Valid
2	0.762	0.206	Valid
3	0.615	0.206	Valid
Community Satisfaction (Y2)			
Statement	rcount	rtable	validity
1	0.713	0.206	Valid
2	0.416	0.206	Valid
3	0.479	0.206	Valid
4	0.698	0.206	Valid
Service Quality (Y1)			
Statement	rcount	rtable	validity
1	0.793	0.206	Valid
2	0.611	0.206	Valid
3	0.551	0.206	Valid
4	0.644	0.206	

Source: Processed data (2019)

The table shows that all statement points, both service quality (X), community satisfaction (Y2) and communication (Y1) variables, have a higher r count than the r

table value, so that it can be concluded that all statements for each variable are declared valid.

2. Reliability Test

Reliability is an index that shows the extent to which a measuring device can be trusted or relied on. According to Sugiyono (2013) A factor is declared reliable if the Cronbach Alpha is greater than 0.6. Based on the results of data processing using SPSS 25.00, the following results are obtained:

Table of Reliability Test Results

Variable	Cronbach Alpha	Constant	Reliability
Service Quality (X)	0.761	0.6	Reliable
Community satisfaction (Y2)	0.780	0.6	Reliable
Communication (Y1)	0.779	0.6	Reliable

Source: Processed data (2019)

Based on the reliability test using Cronbach Alpha, all research variables are reliable/reliable because Cronbach Alpha is greater than 0.6, so the results of this study indicate that the measurement tools in this study have fulfilled the reliability test (reliable and can be used as a measuring tool).

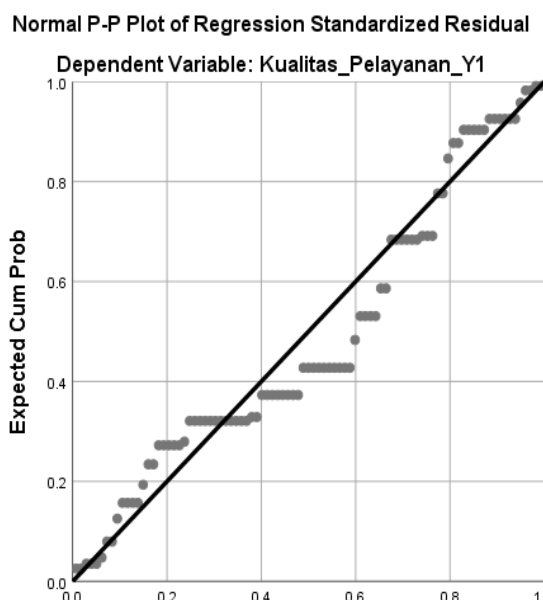
Test the Classical Assumptions of Equation 1

The testing of the classical assumptions with the SPSS 25.00 program carried out in this study includes:

1. Normality test

The Normality Test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016). Data normality testing can be done using two methods, graphics and statistics. The normality test for the graphical method uses the normal probability plot, while the normality test for the statistical method uses the one sample Kolmogorov Smirnov test. The normality test using the graphical method can be seen in the following figure:

Plot normal images



Data that is normally distributed will form a straight diagonal line and residual data plotting will be compared with the diagonal line, if the residual data distribution is normal then the line that describes the actual data will follow the diagonal line (Ghozali, 2016). The test results using SPSS 25.00 are as follows:

Table of the One Sample Kolmogorov Smirnov Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals	
N		91	
Normal Parameters, b	Means	.0000000	
	std. Deviation	1.83475690	
Most Extreme Differences	absolute	.166	
	Positive	.166	
	Negative	-.095	
Test Statistics		.166	
asymp. Sig. (2-tailed)		.000c	
Monte Carlo Sig. (2-tailed)	Sig.	.233d	
	99% Confidence Intervals	LowerBound	.000
		Upperbound	.081

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 91 sampled tables with a starting seed of 2000000.

Source: Processed data (2019)

From the output in table it can be seen that the significance value (Monte Carlo Sig.) of all variables is 0.233. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

2. Heteroscedasticity Test

The heteroscedasticity test aims to test whether from the regression model there is an inequality of variance from the residuals of one observation to another. A good regression model is one that has homoscedasticity or does not have heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is with the Glejser test, in the glejser test, if the independent variable is statistically significant in influencing the dependent variable then there is an indication of heteroscedasticity occurring. Conversely, if the independent variable is not statistically significant in influencing the dependent variable, then there is no indication of heteroscedasticity. This is observed from the significance probability above the 5% confidence level (Ghozali, 2016; 138).

The results of data processing using SPSS 17.00 show the results in the following table:

Table of Glejser Test Results

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	std. Error	Betas	t	Sig.
1	(Constant)	2021	1,097		1,843	.069
	Accessibility_Location_X	-.047	.090	-.055	-.520	.604

a. Dependent Variable: Abs_RES

Simple Linear Regression Testing

Linear regression testing is a simple explanation of the large role of location accessibility (X) on service quality (Y1). Data analysis in this study used multiple linear regression analysis using SPSS 25.0 for windows. The analysis of each variable is explained in the following description:

Table of Simple Linear Regression Results

		Coefficients^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients			tolerance	VIF
Model		B	std. Error	Betas	t	Sig.		
1	(Constant)	12,479	1817		6,867	.000		
	Accessibility_Location_X	.260	.149	.182	1,742	.085	1,000	1,000

a. Dependent Variable: Quality_Service_Y1

Source: Processed data (2019)

Based on these results, the multiple linear regression equation has the formulation: $Y1 = a + b1X + \epsilon$, so the equation is obtained: $Y1 = 12.479 + 0.260 X + \epsilon$

The description of the multiple linear regression equation above is as follows:

- The constant value (a) of 12.479 indicates the magnitude of service quality (Y1) if location accessibility (X) is equal to zero.
- The regression coefficient value of location accessibility (X) (b1) is 0.260 indicating the large role of location accessibility (X) on service quality (Y1). This means that if the location accessibility factor (X) increases by 1 value unit, it is predicted that service quality (Y1) will increase by 0.260 units.

Coefficient of Determination (R²)

The coefficient of determination is used to see how much the independent variable contributes to the dependent variable. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable. If the determination (R²) the greater (closer to 1), it can be said that the influence of variable X is large on Service Quality (Y1).

The value used in viewing the coefficient of determination in this study is in the adjusted R square column. This is because the value of the adjusted R square is not susceptible to the addition of independent variables. The value of the coefficient of determination can be seen in the following table.

Determination Coefficient Table

Summary model b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	.182a	.033	.122	1,845	1902

a. Predictors: (Constant), Accessibility_Location_X

b. Dependent Variable: Quality_Service_Y1

Source: Processed data (2019)

Based on the table, it can be seen that the value of the adjusted R square is 0.122 or 12.2%. This shows if the accessibility of the location (X) can be explained service quality (Y1) of 12.2%, the remaining 87.8% (100% - 12.2%) is explained by other variables outside this research model.

Test the Classical Assumptions of Equation 2

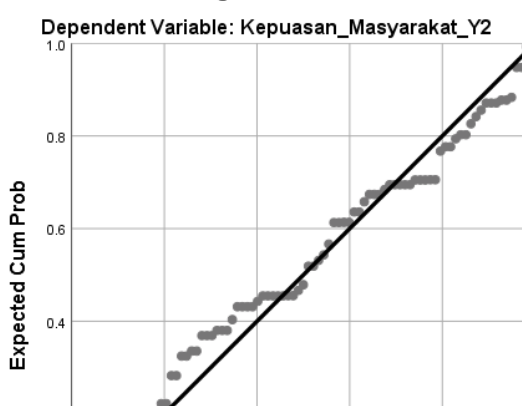
The testing of the classical assumptions with the SPSS 25.00 program carried out in this study includes:

1. Normality test

The Normality Test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016). Data normality testing can be done using two methods, graphics and statistics. The normality test for the graphical method uses the normal probability plot, while the normality test for the statistical method uses the one sample Kolmogorov Smirnov test. The normality test using the graphical method can be seen in the following figure:

Plot

Normal P-P Plot of Regression Standardized Residual



Plot normal images

Data that is normally distributed will form a straight diagonal line and residual data plotting will be compared with the diagonal line, if the residual data distribution is normal then the line that describes the actual data will follow the diagonal line (Ghozali, 2016). The test results using SPSS 25.00 are as follows:

Table of the One Sample Kolmogorov Smirnov Test

		Unstandardized Residuals	
N		91	
Normal Parameters, b	Means	.0000000	
	std. Deviation	1.51547069	
Most Extreme Differences	absolute	.093	
	Positive	.084	
	Negative	-.093	
Test Statistics		.093	
asymp. Sig. (2-tailed)		.051c	
Monte Carlo Sig. (2-tailed)	Sig.	.341d	
	99% Confidence Intervals	LowerBound	.213
		Upperbound	.469

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 91 sampled tables with starting seed 299883525.

Source: Processed data (2019)

From the output in the table it can be seen that the significance value (Monte Carlo Sig.) of all variables is 0.341. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

2. Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between the independent variables in the regression model. The multicollinearity test in this study was seen from the tolerance value or variance inflation factor (VIF). The calculation of the tolerance value or VIF with the SPSS 25.00 program for windows can be seen in the following table:

Table of Multicollinearity Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	std. Error	Betas			tolerance	VIF
1	(Constant)	8,212	1867		4,398	.000		
	Accessibility_Location_X	.045	.126	.034	.360	.720	.967	1,034
	Quality_Service_Y1	.431	.088	.467	4,894	.000	.967	1,034

a. Dependent Variable: Satisfaction_Society_Y2

Source: Processed data (2019)

Based on the table it can be seen that the tolerance value of location accessibility (X) is 0.967, service quality (Y1) is 0.967 where all are greater than 0.10 while the VIF value of location accessibility (X) is 1.034, service quality (Y1) is 1.034 where all are less than 10. Based on the results of the calculation above it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also less than 5 so that no correlation symptoms occur in the independent variables. So it can be concluded that there are no symptoms of multicollinearity between independent variables in the regression model.

3. Heteroscedasticity Test

The heteroscedasticity test aims to test whether from the regression model there is an inequality of variance from the residuals of one observation to another. A good regression model is one that has homoscedasticity or does not have heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is with the Glejser test, in the glejser test, if the independent variable is statistically significant in influencing the dependent variable then there is an indication of heteroscedasticity occurring. Conversely, if the independent variable is not statistically significant in influencing the dependent variable, then there is no indication of heteroscedasticity. This is observed from the significance probability above the 5% confidence level (Ghozali, 2016; 138).

The results of data processing using SPSS 25.00 show the results in the following table:

Table of Glejser Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	2,418	1,228		1968	.052
	Accessibility_Location_X	-.040	.083	-.051	-.478	.634
	Quality_Service_Y1	-.052	.058	-.096	-.894	.374

a. Dependent Variable: Abs_RES

4. Multiple Linear Regression Testing

Multiple linear regression testing explains the role of location accessibility (X) and service quality (Y1) on community satisfaction (Y2). Data analysis in this study used

multiple linear regression analysis using SPSS 25.0 for windows. The analysis of each variable is explained in the following description:

Table of Multiple Linear Regression Results

		Coefficients^a						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	std. Error	Betas	t	Sig.	tolerance	VIF
1	(Constant)	8,212	1867		4,398	.000		
	Accessibility_Location_X	.045	.126	.034	.360	.720	.967	1,034
	Quality_Service_Y1	.431	.088	.467	4,894	.000	.967	1,034

a. Dependent Variable: Satisfaction_Society_Y2

Source: Processed data (2019)

Based on these results, the multiple linear regression equation has the formulation: $Y_2 = a + b_1X + b_2Y_1 + \epsilon$, so the equation is obtained: $Y_2 = 8.212 + 0.045X + 0.431Y_1 + \epsilon$

The description of the multiple linear regression equation above is as follows:

- The constant value (a) of 8.212 indicates the level of community satisfaction (Y2) if location accessibility (X) and service quality (Y1) are equal to zero.
- The regression coefficient value of service accessibility (X) (b1) is 0.045 indicating the large role of location accessibility (X) on community satisfaction (Y2) assuming the variable service quality (Y1) is constant. This means that if the accessibility factor (X) increases by 1 value unit, it is predicted that community satisfaction (Y2) will increase by 0.045 value units assuming constant service quality (Y1).
- The regression coefficient value of service quality (Y1) (b2) is 0.431 indicating the large role of service quality (Y1) on community satisfaction (Y2) assuming the location accessibility variable (X) is constant. This means that if the service quality factor (Y1) increases by 1 value unit, it is predicted that community satisfaction (Y2) will increase by 0.431 value units assuming location accessibility (X) is constant.

5. Coefficient of Determination (R²)

The coefficient of determination is used to see how much the independent variable contributes to the dependent variable. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable. If the determination (R²) is greater (closer to 1), then it can be said that the effect of variable X is large on service quality (Y1).

The value used in viewing the coefficient of determination in this study is in the adjusted R square column. This is because the value of the adjusted R square is not susceptible to the addition of independent variables. The value of the coefficient of determination can be seen in the following table:

**Determination Coefficient Table
 Summary model b**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	.474a	.225	.208	1,533	1918

a. Predictors: (Constant), Quality_Service_Y1, Accessibility_Location_X

b. Dependent Variable: Satisfaction_Society_Y2

Source: Processed data (2019)

Based on the table, it can be seen that the value of the adjusted R square is 0.208 or 20.8%. This shows that service quality (Y1) and accessibility (X) can explain community satisfaction (Y2) by 20.8%, the remaining 79.2% (100% - 20.8%) is explained by other variables outside the research model. This.

Hypothesis testing

a. t test (Partial)

The t statistical test is also known as the individual significance test. This test shows how far the influence of the independent variables partially on the dependent variable.

In this study, partial hypothesis testing was carried out on each independent variable as shown in the following table:

Partial Test Table (t) Equation 1

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	std. Error	Betas			tolerance	VIF
1	(Constant)	12,479	1817		6,867	.000		
	Accessibility_Location_X	.260	.149	.182	1,742	.085	1,000	1,000

a. Dependent Variable: Quality_Service_Y1

Source: Processed data (2019)

Hypothesis test of the influence of local accessibility variables (X) on service quality variables (Y1).

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

- a) Accept H0 If $t_{count} < t_{table}$ or $-t_{count} > -t_{table}$ or Sig value. > 0.05
- b) Reject H0 If $t_{count} \geq t_{table}$ or $-t_{count} \leq -t_{table}$ or Sig. < 0.05

From the table, a tcount value of 1.742 is obtained with $\alpha = 5\%$, ttable (5%; 91-k = 89) obtained a ttable value of 1.986. From this description it can be seen that tcount (1.742) < ttable (1.986), as well as the significance value of 0.085 > 0.05, it can be concluded that the first hypothesis is rejected, meaning that the location accessibility variable(X) has no positive and significant effect on service quality (Y1).

Partial Test Table (t) Equation 2

		Coefficientsa				Collinearity Statistics		
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	tolerance	VIF
		B	std. Error	Betas				
1	(Constant)	8,212	1867		4,398	.000		
	Accessibility_Location_X	.045	.126	.034	.360	.720	.967	1,034
	Quality_Service_Y1	.431	.088	.467	4,894	.000	.967	1,034

a. Dependent Variable: Satisfaction_Society_Y2

a. Hypothesis test for the effect of location accessibility(X) on community satisfaction (Y2)

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

a) Accept H0 If tcount < ttable or -tcount > - ttable or Sig value. >0.05

b) Reject H0 If tcount ≥ ttable or -tcount ≤ - ttable or Sig. < 0.05

From the table it is obtained that the tcount is 0.360 With $\alpha = 5\%$, ttable (5%; 91-k = 89) obtained a ttable value of 1.986 From this description it can be seen that tcount (0.360) < ttable (1.986), and its significance value is 0.720 > 0.05, it can be concluded that the second hypothesis is rejected, meaning location accessibility(X) has no significant effect on community satisfaction (Y2).

b. Hypothesis test for the effect of service quality (Y1) on community satisfaction (Y2)

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

a) Accept H0 If tcount < ttable or -tcount > - ttable or Sig value. >0.05

b) Reject H0 If tcount ≥ ttable or -tcount ≤ - ttable or Sig. < 0.05

From the table it is obtained that the tcount is 4.894 With $\alpha = 5\%$, ttable (5%; 91-k = 89) obtained a ttable value of 1.986 From this description it can be seen that tcount (4.894) > ttable (1.986), and its significance value is 0.00 < 0.05, it can be concluded that the third hypothesis is accepted, meaning service quality (Y1) significant effect on community satisfaction (Y2).

b. Path Analysis

In order to prove that whether a variable is capable of being a variable that mediates the relationship between the independent variable and the dependent variable, a direct and indirect effect calculation will be carried out between the independent variable and the dependent variable. If the indirect effect of the independent variable on the dependent variable through the intervening variable is greater than the direct

effect of the independent variable on the dependent variable, then this variable can be a variable that mediates between the independent variable and the dependent variable (Ghozali, 2016). To carry out direct and indirect calculations, it is carried out from the standardized values of the regression coefficients equations I and II as follows:

Table of Standardized Coefficients Equation I

		Coefficientsa		
		Unstandardized Coefficients		Standardized Coefficients
Model		B	std. Error	Betas
1	(Constant)	12,479	1817	
	Accessibility_Location_X	.260	.149	.182

a. Dependent Variable: Quality_Service_Y1

Table of Standardized Coefficients Equation II

		Coefficientsa		
		Unstandardized Coefficients		Standardized Coefficients
Model		B	std. Error	Betas
1	(Constant)	8,212	1867	
	Accessibility_Location_X	.045	.126	.034
	Quality_Service_Y1	.431	.088	.467

a. Dependent Variable: Satisfaction_Society_Y2

Furthermore, the value of standardized coefficients beta will be entered into the path analysis image as follows:



Path Analysis Figure

The path analysis image shows the direct effect of variable X on variable Y2 of 0.034. While the indirect effect through the Y1 variable is $0.182 \times 0.467 = 0.849$, the calculation results obtained show that the indirect effect through the Y1 variable is greater than the direct effect on the Y2 variable. These results can be seen in the following table:

Table of Direct and Indirect Relationships

No	Variable	Direct	Indirects	Total	Criteria	Conclusion
1	Location Accessibility (X)	0.034	0.182	-	No Significant	No As Independent Variable
2	Service quality (Y1)	0.467	-	0.849	Significant	As an Intervening Variable

Source: Processed data (2020)

CLOSING

Conclusion

Based on the results of the research and discussion in the previous chapter, it can be concluded as follows:

1. obtains a tcount value of 1.742 With $\alpha = 5\%$, ttable (5%; 91-k = 89) obtained a ttable value of 1.986. From this description it can be seen that tcount (1.742) < ttable (1.986), so does the value its significance is $0.085 > 0.05$, it can be concluded that the first hypothesis is rejected, meaning that the location accessibility variable(X) has no positive and significant effecton service quality (Y1).
2. a tcount value of 0.360 is obtained. With $\alpha = 5\%$, ttable (5%; 91-k = 89) a ttable value of 1.986 is obtained. From this description it can be seen that tcount (0.360) < ttable (1.986), and its significance value is $0.720 > 0.05$, it can be concluded that the second hypothesis is rejected, meaninglocation accessibility(X) has no significant effecton community satisfaction (Y2).
3. a tcount value of 4.894 is obtained with $\alpha = 5\%$, ttable (5%; 91-k = 89) obtained a ttable value of 1.986. From this description it can be seen that tcount (4.894) > ttable (1.986), and its significance value is $0.00 < 0.05$, it can be concluded that the third hypothesis is accepted, meaningservice quality (Y1)significant effecton community satisfaction (Y2).

Suggestions

To perfect this research, there are several additional aspects proposed in the suggestions in this research, namely as follows:

1. Further research is suggested to consider variables not examined in this study.
2. It is recommended for future researchers to expand the scope of research objects, for example in government, provincial or national coverage throughout Indonesia.

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