

The Measuring Community Satisfaction Through Quality Perceptions Post Covid-19 Pandemic: An Empirical Study of Public Services in Passport Manufacturing in Indonesia

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Abstract: This study aims to determine the relationship between perceived service quality and public organization satisfaction. The object of research is the Soekarno-Hatta and the City of Tangerang immigration office, because the work area is so wide and large enough that we can consider it representative as a public service organization. The method used is descriptive quantitative with a sample of 247 participants determined based on data collection techniques using accidental sampling, namely the technique of determining the sample of anyone who meets by chance. This research instrument uses two scales, namely community satisfaction and perceived service quality. The results of the study found that there was a meaningful relationship between perceptions of the quality of public services and community satisfaction at the Soekarno Hatta and the City of Tangerang Immigration Office. In the quality's perception of public services, it turns out that the dimension of empathy really determines the creation of community satisfaction. The contribution of perceived quality of public services to public satisfaction is 2.1%, while 97.9% is determined by other variables outside the scope of this study. Thus, the better the quality of public services provided by the Soekarno Hatta and Tangerang City Immigration offices to passport applicants, the higher the satisfaction felt by the community.

Keywords: Community Satisfaction, Perceived Quality, Public Service

I. INTRODUCTION

Public services are service activities carried out by the government bureaucracy as an effort to fulfill public needs and implement the provisions of laws and regulations. In terms of public services carried out by government officials as service providers, government officials are required to be able to provide excellent service, this can give a positive perception to the public on the principles of good governance so that it becomes an effective government and in accordance with what is mandated by Law no. 25 of 2009.

Public service is one manifestation of the function of the state apparatus as a public servant. Based on the principle of service as stipulated in the Decree of the Minister of PAN Number: 63/KEP/M.PAN/7/2003 concerning General

Guidelines for the Implementation of Public Services. One type of public service that is administrative in nature is making travel documents for the Republic of Indonesia for people who want to travel abroad. With the increasing flow of overseas travel traffic after the Covid-19 pandemic, a person's identity becomes very important when abroad such as the Republic of Indonesia Travel Letter (Passport), Residence Permit, and Immigration Status which are documents that must be owned by someone. Therefore, it is necessary to provide public service providers that are administrative services.

Passport making is a type of public service that cannot be provided through a market mechanism and can only be carried out by authorized government agencies in this case the Ministry of Law and Human Rights of the Republic of Indonesia as the government apparatus authorized to issue passports. Immigration offices are often under the spotlight for their performance in providing passport document services. Some complaints from the public using passport-making services at the immigration office have not been maximized because there are people who do not fully understand the procedures for obtaining passports. The lack of immigration officers considering the wide coverage area is not proportional to the personnel, so that services are limited. In addition, the online registration quota is not available and is always full, not to mention the dependence on computers when there is interference and the registration application is disabled, the service is delayed, requiring passport applicants to come directly to the immigration service office. Therefore, the immigration office as a public organization that provides public services in making passports still has many weaknesses so that it has not been able to meet the quality expected by the community. Thus the phenomenon raised in this study is the extent to which people's satisfaction is measured by the perceived quality of public services provided by the Immigration Office.

In general, community satisfaction is the level of people's feelings after making a comparison between what they receive and what they expect. Assessing people's satisfaction and

increasing people's expectations, so that they can become loyal customers. When what is obtained is in line with expectations, of course people will feel satisfied. Paying attention to and increasing the level of community satisfaction, becomes an advantage, therefore those who have a high level of customer satisfaction tend to be superior to their competitors. Not only improving, service providers must also be able to maintain a high level of community satisfaction. Consumer satisfaction has become a central point of attention in management so that various literatures concerning business and organizational management, both for profit and placing community satisfaction as the main measure. (Sumarwan , 2019)

Satisfaction is a positive response from the community which is indicated by things such as feelings of pleasure, fulfillment of expectations for a performance and service. Mowen and Minor (2002), explain that consumer satisfaction is defined as the overall attitude shown by the community towards goods and services after obtaining and using them. (Mowen & Minor, 2002) This community satisfaction is an evaluative assessment after the selection caused by a special purchase selection and experience using the product. Furthermore, Kotler and Keller (2006) explain that consumer satisfaction is a consumer's feeling, either in the form of pleasure or dissatisfaction that arises when comparing a product with people's expectations of the product. (Kotler, & Keller , 2016) . If the product is in accordance with or better than what is expected by the community, then the pleasure and satisfaction will be felt by the community. Meanwhile, if after consuming the product it does not meet expectations, then of course people are not satisfied with the product. There are two types of public satisfaction as consumers of service users of public organizations, namely functional satisfaction and psychological satisfaction. Functional satisfaction is the satisfaction obtained from the function or use of a product. Furthermore, psychological satisfaction, namely satisfaction obtained from attributes that are intangible. As people feel proud to get passport making services from the immigration office. (Ratih , 2020)

There are five elements of community satisfaction as consumers, namely: expectations, performance, comparison, confirmation and unconfirmation, and discrepancies. Expectations are people's *expectations* of an item or service that have been formed before the public buys the goods or services. When the buying process is carried out, people expect that the goods or services they receive are in accordance with their expectations, desires and beliefs. Furthermore, according to Wilkie (1994) goods or services that are in accordance with community expectations will cause people to feel satisfied. ⁵⁾ Performance is people's experience of the actual *performance* of goods or services when used without being influenced by their expectations. When the actual performance of goods or services is successful in carrying out their functions, the community will feel satisfied. Comparison (*comparison*). This is done by comparing the expected performance of goods or services before buying with the perception of the actual performance of the goods or services. People will feel satisfied

when their pre-purchase expectations match or exceed their perception of the actual performance of the product. Confirmation (*confirmation*) and not confirmed (*disconfirmation*), where people's satisfaction is influenced by their experience of using a brand or service that is different from others. Confirmation will occur when expectations match the actual performance of the product. Meanwhile, unconfirmed occurs when expectations are higher or lower than the actual performance of the product, people will feel satisfied when confirmation or disconfirmation occurs. The negative of *disconfirmations* is that when actual performance is below the level of expectations, a wider gap will result in high levels of dissatisfaction. On the other hand, positive *disconfirmations* are when actual performance is above the expected level.

When the community is satisfied, then the community will use the same goods or services, and when the community is dissatisfied, the community will demand improvements or complaints about the services provided. And discrepancy (*discrepancy*) indicates how the difference between the level of performance with expectations. So the quality of service is a dynamic condition related to products, services, people, processes and the environment that meet or exceed the expectations of the community hoping that the goods or services they receive are in accordance with their expectations, desires and beliefs. Furthermore, according to Wilkie (1994) goods or services that are in accordance with community expectations will cause people to feel satisfied. (Wilkie , 1994). Performance (*performance*) is people's experience of the actual performance of goods or services when used without being influenced by their expectations. When the actual performance of goods or services is successful in carrying out their functions, the community will feel satisfied. Comparison (*comparison*). This is done by comparing the expected performance of goods or services before buying with the perception of the actual performance of the goods or services. People will feel satisfied when their pre-purchase expectations match or exceed their perception of the actual performance of the product. Confirmation (*confirmation*) and not confirmed (*disconfirmation*), where people's satisfaction is influenced by their experience of using a brand or service that is different from others. Confirmation will occur when expectations match the actual performance of the product. Meanwhile, unconfirmed occurs when expectations are higher or lower than the actual performance of the product, people will feel satisfied when confirmation or disconfirmation occurs. The negative of *disconfirmations* is that when actual performance is below the level of expectations, a wider gap will result in high levels of dissatisfaction. On the other hand, positive *disconfirmations* are when actual performance is above the expected level.

When the community is satisfied, then the community will use the same goods or services, and when the community is dissatisfied, the community will demand improvements or complaints about the services provided. And discrepancy (*discrepancy*) indicates how the difference between the level of performance with expectations. So service quality is a dynamic

condition related to products, services, people, processes and the environment that meet or exceed people's expectations .

Perception is a collection of senses that are unified and coordinated in higher nerve centers, so that humans can recognize and evaluate objects (Sarwono, 2018) . Then suggest that perception is a process by which a person can select, manage, store, and interpret information that has been obtained. collected through the five senses (Wagner & Hollenbeck , 2020). While Rakhmad in states that perception is the experience of object events or relationships obtained by inferring information and interpreting messages (Prमितasari, et.al. 2012)

While the perception of service quality is the perception of the community as a whole, both the advantages and disadvantages of the organization and its services. Perception of service quality is also defined as the perception of society as a whole both the advantages and disadvantages of the organization and its services. (Purnomo & Sari , 2021) . A form of service that prioritizes full community satisfaction and has become the basis for the organization's vision and mission. This understanding is based on three main conceptual foundations, namely: 1) The quality of services is more difficult to evaluate by the public than the quality of goods. 2) Perception of service quality is the result of a comparison between customer expectations and actual service performance and 3) Quality evaluation is not only carried out on service results, but also includes evaluation of the service delivery process.

Human rights-based public services are activities or series of activities to fulfill service needs in accordance with the provisions of laws and regulations and human rights principles for every citizen and resident of the services and/or administrative services provided by the technical implementing unit, including immigration services. According to Wyckof, service quality is the level of excellence expected and control over the level of excellence to meet customer desires. If the service received is as expected, then the service quality is perceived as good and satisfactory (Sulaeman, 2015)

Tjiptono & Chandra (2012) emphasized that there are five dimensions in measuring the perception of service quality, namely: Tangibles, Reliability, responsiveness, assurance and empathy. (Tjiptono & Chandra, 2019). *Tangibles* (physical evidence) is the ability of a company to show the ability that the appearance and capabilities of the company's physical facilities and infrastructure are adequate, including buildings, rooms, equipment and equipment used. *Reliability* (reliability) is the company's ability to provide services in accordance with community expectations, which means timely performance, error-free service, sympathetic attitude and with high accuracy, in this case passport making services. *Responsiveness* (responsiveness), namely the ability of employees to respond to customer complaints, including the ability of employees to be fast and responsive in resolving these complaints.

Based on the explanation above, it can be said that the service quality of public organizations refers to the community's assessments of the core services of public

organizations, namely the service providers themselves or the entire service organization. but they prefer to enjoy the convenience of the services provided.

II. RESEARCH METHOD

This study uses a quantitative descriptive method, namely to describe a certain symptom , situation, situation or event through quantitative data obtained regarding a phenomenon from a population. (Sugiyono , 2019). Operationally, the measurement of service quality uses dimensions that include tangibles, reliability, responsiveness, assurance, empathy. Meanwhile, the operationalization of the measurement of community satisfaction uses dimensions that include performance, confirmation and disconfirmation and discrepancy.

Table 1: Result Validity of Community Satisfaction Test

No	Dimensi	No item	Mean	SD	N	Alfa	Rit	Alfa item deleted	Status
1	1	VAR00001	2.93	1.22	30	0.741	0.529	0.690	Valid
2		VAR00011	3.13	1.04	30		0.337	0.742	Gugur
3		VAR00025	2.73	1.01	30		0.610	0.668	Valid
4		VAR00010	2.73	1.01	30		0.610	0.668	Valid
5		VAR00004	2.40	0.96	30		0.546	0.688	Valid
6		VAR00024	2.80	1.15	30		0.289	0.760	Gugur
7	2	VAR00005	3.43	0.97	30	0.653	.417	0.599	Valid
8		VAR00017	3.33	1.21	30		.334	0.637	Valid
9		VAR00021	3.16	0.91	30		.538	0.558	Valid
10		VAR00002	2.90	0.99	30		.569	0.540	Valid
11		VAR00014	2.86	1.00	30		.235	0.663	Gugur
12		VAR00026	2.76	0.85	30		.253	0.652	Valid
13	3	VAR00007	3.06	1.01	30	0.743	0.477	0.708	Valid
14		VAR00013	2.96	0.85	30		0.627	0.667	Valid
15		VAR00023	3.13	1.00	30		0.316	0.756	Gugur
16		VAR00012	2.76	0.81	30		0.577	0.682	Valid
17		VAR00020	2.86	0.89	30		0.609	0.669	Valid
18		VAR00022	3.00	0.87	30		0.330	0.742	Valid
19	4	VAR00009	2.76	1.25	30	0.648	0.452	0.576	Valid
20		VAR00019	3.10	1.34	30		0.558	0.524	Valid
21		VAR00027	2.76	0.81	30		0.396	0.606	Valid
22		VAR00008	2.80	1.09	30		0.330	0.643	Valid
23		VAR00016	3.06	0.82	30		0.650	0.530	Valid
24		VAR00030	2.36	0.99	30		0.404	0.597	Valid
25	5	VAR00003	2.60	0.85	30	0.772	0.499	0.742	Valid
26		VAR00015	2.36	0.99	30		0.651	0.699	Valid
27		VAR00029	2.93	0.86	30		0.396	0.766	Valid
28		VAR00006	2.90	1.02	30		0.689	0.687	Valid
29		VAR00018	2.56	0.81	30		0.422	0.760	Valid
30		VAR00028	2.96	0.85	30		0.439	0.756	Valid

Source: Research 2022, SPSS Output 22.0 *Gugur = Rejected

The object of this research was carried out at the Soekarno-Hatta Immigration Office and the City of Tangerang, because the scope of the work area is so wide and large enough that it can be considered sufficient to represent public services in connection with the application for making passports as a whole. The population was taken for five working days as many as 863 passport applicant visitors who were waiting in line and men and women were considered the same and regardless of

age level, the number of samples was determined based on *Isaac and Michael's table*, using an error rate of 5% so that a total sample of 247 participants was obtained. (Sugiyono , 2019). *Accidental sampling* data collection technique , namely participants who happened to be met while at the research location. But previously, the instrument was tested first to determine the validity and reliability. The results of the trial of the community satisfaction instrument consisting of 30 *items* contained 26 valid *items* , the results were between 0.648–0.772 and the reliability was 0.907. While the test results of the instrument of perception of the quality of public services consist of 30 *items* , there are 26 valid *items* , the results are between 0.614–0.697 and the reliability is 0.885. See the table 2 below.

Table 2: Result Validity of Service Quality Perception Test

No	Dimensi	No item	Mean	SD	N	Alfa	Rit	Alfa item deleted	Status
1	1	VAR00005	2.43	0.89	30	0.678	0.456	0.621	Valid
2		VAR00011	2.73	1.01	30		0.434	0.627	Valid
3		VAR00025	2.60	0.93	30		0.438	0.626	Valid
4		VAR00014	2.96	0.85	30		0.248	0.685	Gugur
5		VAR00020	2.66	0.99	30		0.489	0.606	Valid
6		VAR00022	2.66	0.84	30		0.378	0.646	Valid
7	2	VAR00009	2.66	0.80	30	0.676	0.359	0.650	Valid
8		VAR00013	2.70	0.87	30		0.567	0.583	Valid
9		VAR00027	2.80	1.09	30		0.363	0.653	Valid
10		VAR00008	2.86	1.07	30		0.555	0.576	Valid
11		VAR00004	2.60	0.85	30		0.442	0.624	Valid
12		VAR00028	3.30	1.02	30		0.203	0.705	Gugur
13	3	VAR00003	2.46	0.73	30	0.697	0.360	0.678	Valid
14		VAR00017	3.03	0.88	30		0.286	0.700	Gugur
15		VAR00021	2.96	0.99	30		0.552	0.613	Valid
16		VAR00006	3.20	1.03	30		0.378	0.676	Valid
17		VAR00018	3.10	1.02	30		0.600	0.594	Valid
18		VAR00026	2.96	0.85	30		0.405	0.665	Valid
19	4	VAR00007	2.63	0.88	30	0.663	0.210	0.677	Gugur
20		VAR00019	3.13	0.86	30		0.306	0.648	Valid
21		VAR00029	2.86	1.07	30		0.545	0.561	Valid
22		VAR00010	3.00	1.17	30		0.405	0.619	Valid
23		VAR00002	3.03	0.99	30		0.240	0.663	Valid
24		VAR00024	2.36	0.99	30		0.679	0.512	Valid
25	5	VAR00001	3.40	0.96	30	0.614	0.294	0.589	Valid
26		VAR00015	3.63	1.18	30		0.279	0.601	Valid
27		VAR00023	3.43	1.04	30		0.443	0.531	Valid
28		VAR00012	3.30	1.08	30		0.565	0.475	Valid
29		VAR00016	2.76	1.22	30		0.304	0.592	Valid
30		VAR00030	3.56	0.85	30		0.220	0.613	Valid

Source: Research 2022, SPSS Output 22.0, *Gugur = Rejected

While the results of the normality test using the *Kolmogorov-Smirnov formula* obtained community satisfaction and the quality of public services, the value of $p = 0.000$ ($p > 0.005$) which means that the research data is not normally distributed.

Table 3: Results Normality Test

Tests of Normality					
Kolmogorov-Smirnov ^a			Shapiro-Wilk		
Statistics	df	Sig.	Statistics	df	Sig.
.084	247	.000	.974	247	.000

Source: Research 2022, SPSS Output 22.0

Thus the data has met the requirements for processing and can be used as research data. The next step is for the purposes of bivariate correlation analysis in order to know the relationship (r) and the amount of its contribution (R^2) using the SPSS 22.0 software program for windows.

III. RESEARCH RESULTS

The results of the analysis using a bivariate correlation between the service quality of public organizations and community satisfaction found a correlation coefficient (r) of 0.190 and $p = 0.003 < 0.005$ and R^2 of 0.021, this indicates that there is a significant relationship between perceptions of public service quality and community satisfaction in the office. Soekarno-Hatta and Tangerang City Immigration.

Table 4: Bivariate Correlation Results

		Community Satisfaction	Quality of Public Service
Community Satisfaction	Pearson Correlation	1	.190(**)
	Sig. (2-tailed)		.003
	N	247	247
Service quality	Pearson Correlation	.190(**)	1
	Sig. (2-tailed)	.003	
	N	247	247

** Correlation is significant at the 0.01 level (2-tailed).

Source: Research 2022, SPSS Output 22.0

The findings in this study confirm the results of research from Kamaludin (2019), Marnovita (2020) , and . Elmas at.al. (2019) which states that there is a significant relationship between the relationship between service quality and customer satisfaction. (Kamaludin , 2019 ; Marnovita , 2020 ; Elmas, et.al, 2019)

The results of the analysis based on the categorization test found that the overall perception of the quality of public services was a mean score of = 90.18 including the high category. Then the perception of the quality of public services based on the dimensions found the highest empathy with a mean score = 20.10 and the lowest tangibles dimension with a mean score = 16.06. While the results of the analysis of community satisfaction based on the categorization test mean score = 90.06 including the high category. Then the analysis of community satisfaction based on its dimensions found the highest dimension of performance with a mean score = 18.46, and the lowest dimension expectation with a mean score = 16.73. (shown in tables 4 and 5)

Table 4: Categorization of Service Quality

Descriptives				
		Statistics	Std. Error	
Service quality	mean		90.18	.918
	95% Confidence Interval for Mean	Lower Bound	88.37	
		Upper Bound	91.99	
	5% Trimmed Mean		90.69	
	median		92.00	
	Variance		208,207	
	Std. Deviation		14,429	
	Minimum		48	
	Maximum		119	
	Range		71	
	Interquartile Range		18	
	Skewness		-.571	.155
Kurtosis		.057	.309	

Source: Research 2022, SPSS Output 22.0

IV. DISCUSSION

The results of this study found a correlation coefficient (r) = 0.190 where p = 0.003 < 0.005 (see table 3), thus this study states that there is a relationship between perceived quality of public services and public satisfaction at the Soekarno-Hatta and Tangerang Immigration offices. This means that there is a significant relationship between perceptions of service quality and community satisfaction, where this relationship shows that the better the quality of public services provided by the immigration office, the higher the satisfaction of the passport applicant community. Conversely, the worse the quality of public services, the lower the community satisfaction.

Judging from the categorization score = 90.18 which means that the quality of public services at the Soekarno-Hatta immigration office and Tangerang City as a whole with a high index which means very good. While the results of the study seen from its dimensions indicate that the highest level is in *empathy* (attention) which means that the passport applicant community has found it easy to communicate, all passport application problems can be handled properly, understand community complaints specifically related to satisfactory service. Empathy is very influential on the quality of public services, so it becomes the reason in determining the quality of public services itself. Therefore, it can be said that the quality of public services refers to the public's assessments of the core services of public organizations. It is proven that there is an M-passport application program with the aim of providing convenience in services by applying adequate digitization technology. With the M-passport program. Passport applicants can apply for a passport by uploading a scanned file to the application. So, it is enough to use the M-passport application, passport processing is free from photocopies, queues, and uncertainty. At the immigration office, the applicant only shows the original documents during the interview, thereby

cutting face-to-face time. This is done because it is still in the final conditions of the COVID-19 pandemic, it does not allow intense interaction between individuals. Then another program that was just launched is the eazy passport service, which is a mobile service for the community which is carried out outside the office to facilitate the affordability of public services. This program is carried out to improve passport-making services to the public, especially during the pandemic and post-covid-19 period. These two programs prove that the empathy of the Soekarno-Hatta and Tangerang City immigration office employees towards the implementation of public services is very good in order to provide satisfaction to the community in public services. Empathy is a person's ability to be aware of feelings, interests, desires, problems or the pain of others. In short, empathy is sharing what other people feel, in this case the passport applicant community. However, the perception of the quality of public services that needs to be considered is the dimension of expectations based on the analysis that still needs to be improved. Expectations are people's expectations of a service that have been formed before the community uses the service. Meanwhile, the perception of the quality of public services is seen from the categorization of mean = 90.06, which indicates that public services with a very high index mean that people feel very satisfied.

Table 5: Categorization of Community Satisfaction

Descriptives				
		Statistics	Std. Error	
Community Satisfaction	mean		90.06	.867
	95% Confidence Interval for Mean	Lower Bound	88.35	
		Upper Bound	91.77	
	5% Trimmed Mean		90.47	
	median		92.00	
	Variance		185,618	
	Std. Deviation		13,624	
	Minimum		48	
	Maximum		119	
	Range		71	
	Interquartile Range		17	
	Skewness		-.547	.155
Kurtosis		.346	.309	

Source: Research 2022, SPSS Output 22.0

The results of the research findings through regression analysis with the stepwise method R² = 0.021 or 2.1%, meaning that the perceived contribution of service quality is related to community satisfaction, in this case the applicant for passport makers at the Soekarno-Hatta Immigration Office and Tangerang City.

This indicates that the community's satisfaction with the quality of public services is adequate, but seen from the expectations that are expected by the passport applicant

community, it still needs to be improved. Judging from the percentage is still relatively small (= 2.1%), because this study reveals a small number of factors that support community satisfaction. While there are many other influential factors (= 97.9%) that are outside this research, including the factors of inequality, emotionality, *security*, comfort, consistency, accuracy of programs and applications, accuracy and speed, services for disabilities and so on.

Table 6: Results of Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.145 ^a	.021	.017	13,507
a. Predictors: (Constant), Service Quality				

Source: Research 2022, SPSS Output 22.0

Besides that, in using the sample, it should be larger and varied in order to reach all the public services provided. If all of these factors were included in the study with respect to people's satisfaction, the results would likely be different and much better. Thus, this study confirms that public services are very good with high intensity through product performance, while public demands for the quality of public services are much higher so that the balance point has not yet been reached. In short, the public services of the Soekarno-Hatta and Tangerang City Immigration offices are adequate, but people's expectations demand more services. Therefore, further research is needed using other factors as mentioned above. Even so, people feel that they have not yet reached the expectations they expect. Perceptions of the quality of public services that have contributed to community satisfaction, only a small 2.1% were found in this study. Meanwhile, there are many other factors that influence people's satisfaction that have not been studied

V. CONCLUSION

The results of this study found that there was a relationship between perceptions of the quality of public services and community satisfaction, in this case the Soekarno-Hatta immigration office and Tangerang City. The better the quality of service, the higher the satisfaction of the passport applicant community. Vice versa, the worse the quality of service, the lower the satisfaction of the community. Judging from the performance that the quality of public services is adequate, it can be seen from the mainstay program of M-passport and easy passport with the aim of providing convenience in the management of making

VI. SUGGESTIONS

Theoretically, research results can provide benefits and development for science, can act as a reference for further research, especially those related to focusing on community satisfaction, should expand the scope of a more varied sample, using other variables as previously stated, namely the gap factor, emotional, security, comfort consistency, accuracy of

programs and applications, accuracy and speed, services for disabilities and so on. Besides that, in using the sample, it should be larger and varied in order to reach all of them. Thus the possibility so that the results are much better. Practically, the empathy and performance factors are maintained and even improved, while on the other hand, we must improve the weaknesses of the expectation and tangible factors. To meet the sustainable needs of the community, consistency in excellent public services is needed.

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