Analysis of the Influence of Service Quality on Service User Satisfaction at the Department of Investment and One Door Integrated Services in Manado City

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Abstract: The purpose of this research to analyze Empathy, Tangible, Reliability, Assurance and Responsiveness Simultaneous effect on people's satisfaction at the Investment Service and One Stop Integrated Service in Manado City. The results of this study are expected to provide benefits, among others:1.Theoretical Benefits: The results of this study are expected to be used as input for the Manado City Government in an effort to improve the quality of public services for service user satisfaction .2.Practical Benefits: This research is expected to add insight and provide opportunities for authors to apply theories and literature from college in the field of marketing, especially those related to public services and service user satisfaction. Based on the results of the study, it was found that empathy had a positive and significant effect on service user satisfaction. Based on the results of the study, Tangible had a positive and significant effect on service user satisfaction, Reliability has a positive and significant effect on service user satisfaction, Assurance has a positive and significant effect on service user satisfaction, responsiveness has a positive and significant effect on service user satisfaction.

Keywords: Service Quality, Service user satisfaction.

Introduction

The Manado City government transition period in 2021 which occurred while facing the Covid-19 pandemic provided various challenges and opportunities for the people of Manado City. A government that focuses on investment for human development and infrastructure provides many opportunities for people to open businesses independently. Strengthening the City's Economy Relying on the Service Industry, Trade, and Tourism is one of the main missions of the new Government with the aim of realizing quality and inclusive economic growth through strengthening leading sectors. The target of this mission is to increase sustainable investment where the value of increasing FDI investment and the number of investors are indicators that must be achieved. During the new government, economic strengthening and investment are expected to maintain the availability of job opportunities and strengthen MSEs. The economic development of Manado City in the period 2016 - 2019 is going quite well, marked by GRDP growth which is always above 6%. The performance of the regional economy is inseparable from the high investment in Manado City. Based on the data, Domestic Investment (PMDN) and Foreign Investment (PMA) have experienced rapid development both in terms of the number of projects and in terms of investment value. As a city that is known to be harmonious and peaceful in the midst of heterogeneous community

conditions, licensing services that are continuously improved and the purchasing power of the community is quite good are some of the factors supporting the increase in investment. This condition needs to be maintained because investment creates job opportunities that enable the community to improve their welfare. In the Manado City Medium-Term Development Plan 2021-2026, one of the flagship programs of the Mayor and Deputy Mayor of Manado is to create jobs to increase investment. This program is implemented to deal with the problem of unemployment which is a scourge for the human development of Manado City. The emphasis on increasing investment in the Manado City Medium Term Development Plan and the Leading Program shows the great desire of the Manado City Government to increase Manado City investment. Facilitating licensing and investment is one way to achieve this. Apart from contributions from the government, The pandemic period also encourages people's creativity to open businesses independently due to the large number of layoffs. The large number of investments made by the public, especially those who are lay in investing, needs to be accompanied by conditions that support the activities of business actors, in this case comfortable conditions and clear SOPs for investing in Manado City. The development of Manado City investment directly affects the economic development of Manado City. The development of investment certainly needs to be supported by comfort when making investments. As the front line in the implementation of investment in the city of Manado, the Investment Agency and One Stop Integrated Service (DPMPTSP) makes a major contribution in creating a conducive investment climate, especially in the services provided. DPMPTSP simplifies the investment process in Manado City, where all permits are managed by one agency and are also carried out with an online process, starting from the queuing system, permit making process, status checking to permit issuance. In 2021 DPMPTSP will issue 2,728 types of permits. The DPMPTSP Strategic Plan reveals several problems in service, including the lack of public awareness of policy changes related to business licensing, lack of facilities and infrastructure in providing services to the community, not optimal use of online licensing in the community and not optimal public complaint services. Of course, this problem must be resolved in order to facilitate the desired investment process. In the period 2017-2021, the Letter of Environmental Management and Monitoring, Building Permits and Residential Building Permits are three permits that are consistently required by the people of Manado City. Overall, the number of Manado City community permit registrations in the 2017-2021 DPMPTSP has a downward trend as illustrated in graph 1.1 below.

Graph 1.1 Number of Public Permit Registrations in DPMPTSP 2017-2021
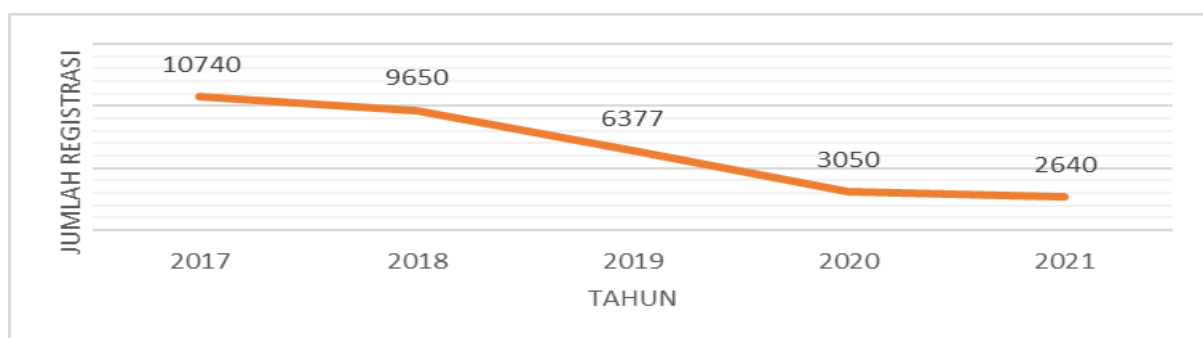
Source: Manado City DPMPTSP, 2022.

Graph 1.1 illustrates the tendency of society to continue to decline since 2017. A dramatic decline occurred in 2020 where there was a decline of 52.17%, up 18.25% from the decline in 2019 of 33.92%. The downward trend is one of the problems that must be resolved by the Manado City Investment and One Stop Integrated Service Office. In contrast to the number of registrations, the number of complaints from the Manado City DPMPTSP continues to increase. Complaints to the DPMPTSP service as shown in graph 1.2 below continue to increase, especially in 2021 with 48 complaints. Clarity of time and information about the next process is a problem that is often encountered. The Manado City Investment and One Stop Integrated Service Office has not categorized the problems that are often experienced by applicants. The DPMPTSP party already has a complaint application but it is not supported by the categorization of problems so that problems

that often occur can be analyzed. Graph 1.2 Number of Complaints from the Manado City Investment and One Stop Integrated Service Office in 2017 – 2021.
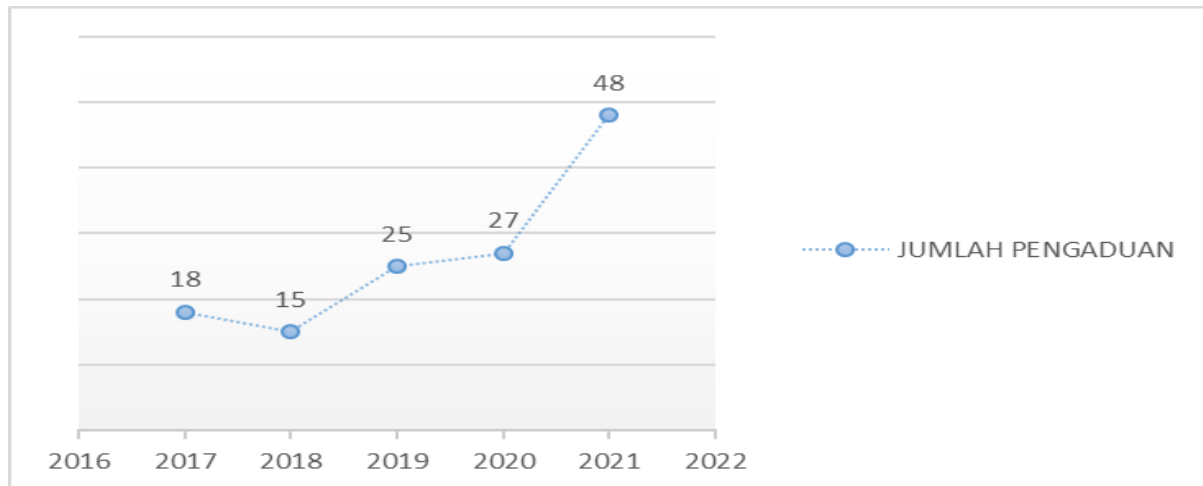
Source: Manado City DPMPTSP, 2022.

The tendency of the number of community registrations to continue to decline and the absence of problem categorization are the main problems of the Manado City Investment Office and One Stop Integrated Service. Excellent service can be one solution to this problem because excellent service can increase people's motivation to invest. DPMPTSP services that are right on target can encourage people to increase investment. The best service that can be provided to increase customer satisfaction which is the purpose of this research can increase the optimization of DPMPTSP services at the Manado City Public Service Mall which is a showcase for the Manado City Government in providing wider access to the public to obtain fast, easy, cheap, and affordable services. transparent, sure, and affordable.

Literature REVIEW

2.1. Understanding Marketing Management

According to Kotler and Armstrong (2017:4) explain Marketing management is a human effort to achieve the desired exchange results and build close relationships with consumers in a way that is profitable for the company. According to Kotler and Keller (2017: 6), marketing management is the target market to attract, retain, and increase consumers by creating and providing good quality sales. According to Tjiptono (2016: 63), overall marketing management is the way companies do business that prepares, determines, and distributes products, services, and ideas that can meet the needs of the target market. Based on the three statements that have been explained by several experts, the researcher concludes that marketing management is a science that is applied to a business to keep it alive through the process of planning, implementing, and control of marketing concept creation programs. Before discussing marketing management, it is necessary to know the meaning of marketing itself. Marketing is a managerial process that makes individuals or groups get what they want by creating, offering, and exchanging products of value to other parties or all activities related to the delivery of products or services from producers to consumers (Sudarsono, 2020: 2). According to Suryati (2015:142), marketing is a success criterion of a company, even marketing management is a benefit generating process for the company, while another managerial function is a cost generating process. Marketing is also a good solution for companies so that their business continues to grow and the consumer community is met with their needs, desires and demands. The American Marketing Association (AMA) defines "Marketing is a social process in which people and groups get what they want and need by creating, offering, and freely exchanging valuable items and services with others". Which means marketing is a social process by which individuals and groups get what they want and need by creating, offering, and freely exchanging goods and services with others. concept, pricing, and distribution of products or services, and ideas designed to create and maintain profitable exchanges with the market to achieve company goals (Suparyanto and Rosad, 2015:1). According to Sudarsono (2020:2), marketing management is the process of planning, executing (which includes

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organizing, directing , and coordination) marketing operations within the company to achieve organizational goals efficiently and effectively. Of course, in the marketing management function there are analytical activities, namely the analysis carried out to find out the market and its marketing environment, so that it can be obtained how big the opportunity to seize the market and how big the threat that must be faced. Marketing management is the process of planning, implementing (which includes organizing, directing, and coordinating) marketing operations within the company to achieve organizational goals efficiently and effectively. Of course, in the marketing management function there are analytical activities, namely the analysis carried out to find out the market and its marketing environment, so that it can be obtained how big the opportunity to seize the market and how big the threat that must be faced. Marketing management is the process of planning, implementing (which includes organizing, directing, and coordinating) marketing operations within the company to achieve organizational goals efficiently and effectively. Of course, in the marketing management function there are analytical activities, namely the analysis carried out to find out the market and its marketing environment, so that it can be obtained how big the opportunity to seize the market and how big the threat that must be faced.

According to Sudarsono (2020:4), marketing management describes the difference in thinking between the sales concept and the marketing concept, namely:

1. Sales focuses on the needs of the seller.

2. Marketing focuses on the needs of the buyer.

3. Sales pays attention to the seller's need to make his product cash.

4. Marketing has the idea of satisfying customer needs through the means of products and whole groups of goods associated with creating, delivering, and ultimately consuming them.

According to Panjaitan (2018: 15), the purpose of company management is to find, attract, retain, and grow target customers by creating, providing, and communicating product or service excellence to consumers.

Marketing management functions according to Panjaitan (2018:19):

1. Marketing planning Planning everything before carrying out marketing activities which include goals, strategies, policies, and tactics to be carried out.

2. Marketing implementation Marketing implementation is the process of converting marketing strategies and plans into marketing actions to achieve goals. Implementation includes day-to-day activities effectively in the implementation of the marketing plan. This activity requires action that attracts all or all activities as well as a formal organizational structure that can play an important role in implementing marketing strategies.

3. Control/evaluation of business marketing activities provides instructions to implementers so that they always act according to plan.

Process marketing management according to Tjiptadi (2019:22), consists of:

1. Analyzing market opportunities trying to promote their products face various situations and conditions. In this case, the business must be aware of the available opportunities and make the most of them. A study of the company's market opportunities is needed so that the company can understand the existing market opportunities. Identifying market opportunities, monitoring and forecasting demand, segmenting markets, selecting target markets, and determining market positioning are all tasks that must be completed by an organization.

2. Researching and selecting the target market After analyzing the market opportunity, the organization is ready to conduct research and select the target market. Companies must be able to calculate and forecast market attractiveness, taking into account the total market size, growth, and profitability. Marketers should be familiar with techniques for assessing market potential and projecting future demand. Market measurement and forecasting is an important component in determining which new markets and products should receive marketing attention.

3. Designing a market strategy after being ready to determine the market strategy that will be used in its marketing activities after investigating and selecting the target market. The company must choose how it will differentiate itself from its competitors and how it will reach its target market. To develop the best marketing plan to promote its products, a company must also thoroughly examine the position of its competitors in the same target market. Competitor target planning is more important than customer goals in times of challenging market developments.

4. Designing the Company's marketing program After designing the basic business strategy, the company then creates a marketing program to help achieve the company's goals. The marketing strategy, which consists of the basic principles of marketing management in achieving business ventures, contains important decisions about marketing spending, marketing mix and distribution. To achieve a larger market share, marketing management must know what the normal sales budget ratio is. To this end, marketing management should examine the marketing work required to maintain a certain level of sales or market share, as well as the costs incurred to meet the required budget.

5. Organizing, executing, and controlling the marketing effort The marketing management process concludes with organizing, executing, and controlling marketing resources. Small companies have marketing managers who can handle all marketing tasks, such as market research, sales, advertising, and customer support, while larger companies have specialists in marketing.

2.1.1. Community Satisfaction

2.1.1.1. Understanding Community Satisfaction

Community satisfaction is a level of community feelings that arise as a result of the services they receive after the community compares them with what they expect. The new community will feel satisfied if the services they get are the same or exceed their expectations and vice versa, dissatisfaction or feelings of disappointment in the community will arise if the services they get are not in line with their expectations. Thus, satisfaction is indeed a very important variable to measure the marketing of services related to the final results of the services that have been provided whether in accordance with the expectations or desires of the community. According to Priansa (2018: One way to measure people's satisfaction with government services is to use the Community Satisfaction Index. The Decree of the Minister of State Apparatus Empowerment (KEPMENPAN) Number 25 of 2004 concerning General Guidelines for the Preparation of the Community Satisfaction Index for the Service Unit of Government Agencies states that the Community Satisfaction Index is:

1. Service procedures, namely the ease of service stages provided to the community in terms of the simplicity of the service flow

2. Service requirements, namely technical and administrative requirements needed to obtain services according to the type of service

3. Clarity of service officers, namely the existence and certainty of officers who provide services (name, position and authority and responsibility)

4. Discipline of service officers, namely the seriousness of officers in providing services, especially to the consistency of working time in accordance with applicable regulations

5. Responsibilities of service officers, namely clarity of authority and responsibility of officers in the implementation and completion of services

6. The ability of service officers, namely the level of expertise and skills possessed by officers in providing / completing services to the community

7. Speed of service, i.e. the target service time can be completed within the time specified by the service provider unit

8. Justice gets service, namely the implementation by not distinguishing the class/status of the community being served.

9. Courtesy and friendliness of officers, namely the attitude and behavior of officers in providing services to the community in a polite and friendly manner and respecting and appreciating each other

10. The reasonableness of service costs, namely the affordability of the community to the amount of fees set by the service unit

11. Certainty of service costs, namely the suitability between the fees paid and the fees that have been set

12. Certainty of the service schedule, namely the implementation of service time, in accordance with the provisions that have been set.

13. Environmental comfort, namely the condition of service facilities and infrastructure that are clean, neat, and orderly so that they can provide a sense of comfort to service recipients

14. Service security, namely ensuring the level of environmental security of the service provider unit or the facilities used, so that people feel at ease to get service against the risks resulting from the implementation of the service.

Community satisfaction can only be achieved by providing quality services to consumers. Good service is often judged by the community or consumers directly from employees as people who serve or are also referred to as service producers, because it is necessary to make efforts to improve the quality of the service system provided in order to fulfill desires and increase customer satisfaction. So the quality of service is an important thing that must be considered by the company in order to achieve community satisfaction. Measurement of community satisfaction is an important element in providing better, more efficient and more effective services. If the customer is dissatisfied, it can be ascertained that it is ineffective and inefficient. This is especially important for public services. From the above statement,

Research Methods

3.1. Types of research

This research is a quantitative research category by calculating the tests performed in analyzing the data. This study investigates the effect of service quality variables (X) with community satisfaction (Y).

3.2. Research sites

This research will be carried out at the Office of Investment and One-Stop Integrated Services in the city of Manado at the address JL. Manado City Hall number 1. The time required for this research is approximately 2 (two) months.

3.3. Method of collecting data

3.3.1. Questionnaire

Provide a list of questions to the public as samples or research respondents.

3.3.2. Documentation study

Collect and study data obtained from various supporting books, theses, theses, dissertations, journals, and information from internet searches related to research.

3.4. Population and Research Sample

3.4.1. Population

The population is an area consisting of objects or subjects that have certain characteristics that will be studied and concluded (Sugiono, 2018). The population in this study is the people who apply at the DPMPTSP Manado City. The results of the initial survey showed the total population of this study was 2,728 people. Determination of the sample is calculated using the Slovin formula with a standard error of 10% (0.1).

3.4.2. Sample

The sample is part of the number of characteristics possessed by the population (Sugiono 2018). The sample selection was determined using the random sampling method with the sampling using the Slovin formula, namely:

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

Information:

n   =number of samples

N   =population size

e   =the desired critical value (limit of accuracy) (percent allowance)

         inaccuracy due to sampling error)

$$n = \frac{2728}{1 + 2728\,(0,1)^2}$$

then n = 96,464.

3.5.   Analysis Techniques

The analysis technique used by the author in this research is multiple linear regression analysis technique. Multiple linear regression analysis is a linear relationship between 2 or more independent variables (X1, X2) and the dependent variable (Y), which will be analyzed using SPSS version 25.

Y = a + + + e

Information:

Y : Service user satisfaction

a : Constant

1,2,3,4,5 : Variable coefficients 1 and 2 ,X3, X4 and X5

1 : Tangible

2 : Reliability

X3 : Responsiveness

X4 : Assurance

X5 : Empathy

e : Error

Discussion

Based on the results of statistical tests, it can be clearly seen that partially not all independent variables have a significant effect on the dependent variable. Likewise, simultaneously the independent variables have a positive effect on the dependent variable. The explanation of each variable effect is explained as follows:

1. Empathy Relationship to Service User Satisfaction.

Empathyis any effort shown by someone based on ease of relationship, good communication, personal attention, and understanding the needs of customers well. Empathy is sharing feelings with others by feeling what other people feel. Based on the results of the study, it was found that empathy had a positive and significant effect on people's satisfaction. This is in accordance with the results of research by Samosir (2005: 33) which states that the dimension of empathy is the most important dimension of service quality for the community or customers. Based on this research Ho is accepted

and the purpose of this research has been achieved, namely from the results of partial data testing, it is obtained that the empathy variable has a significant effect on customer satisfaction.

2. Tangible Relationship to Service User Satisfaction.

Based on the results of the study, it was found that Tangible had a positive and significant effect on Community Satisfaction. This is in accordance with research conducted by Ritonga (2019) that there is a tangible effect on customer satisfaction. This is evidenced by the t statistic for the physical evidence variable with a tcount > t table of 2.853 > 1.99 with a significance value of 0.006 < 0.05, and the regression coefficient has a positive value of 0.146. This shows that the tangible variable has a positive and significant effect on community satisfaction. Community assessment of physical evidence affects the satisfaction felt by service users at the One Stop Integrated Service and Investment Service (DPMPTSP) in Manado City. This shows that people are very concerned about the type of technology, application, the attributes provided, the appearance and tidiness of the agent, and the appearance of the application itself. Thus, physical evidence has an influence on the satisfaction felt by the community.

3. Reliability Relationship to Service User Satisfaction.

Based on the results of the study, it shows that reliability has a positive and significant effect on service user satisfaction. This is in accordance with research conducted by Ritonga (2019) showing that there is a significant effect on consumer satisfaction at PT. Sun Life Financial Indonesia Medan Branch. This is evidenced by the statistical t test for the reliability variable with tcount > t table of 2,997 > 1.99 with a significance value of 0.004 < 0.05, and the regression coefficient has a positive value of 0.161. This shows that there is a significant influence between the reliability variables on the customer satisfaction variable. Reliability or reliability provided by agents affect the satisfaction felt by customers.

3. Assurance Relationship to Service User Satisfaction.

Based on the results of the study indicate that Assurance has a positive and significant effect on service user satisfaction. At the Office of Investment and One Stop Integrated Services (DPMPTSP) in the city of Manado. This is in accordance with research conducted by Ritonga (2019) that the assurance variable has a positive and significant effect on customer satisfaction at PT. Sun Life Financial Indonesia Medan Branch. This is evidenced by tcount > ttable of 2.314 > 1.99 with a significance value of 0.023 <0.05 and the regression coefficient has a value of 0.109. At the Office of Investment and One-Stop Integrated Services (DPMPTSP) in Manado City, it shows that convenience in serving the community will make the community feel satisfied with the services provided,

4. Responsiveness Relationship to Service User Satisfaction.

Based on the results of the study, it shows that responsiveness has a positive and significant effect on service user satisfaction. This is in accordance with research conducted by Sasongko and Subagio (2013:6) that the responsiveness variable is the variable that has the most dominant influence on customer satisfaction, which is then followed by the assurance, empathy, tangiable, and reliability variables. Based on research at the Office of Investment and One-Stop Integrated Services (DPMPTSP) in Manado City, Ho is accepted and the purpose of this research has been achieved, namely from the results of partial data testing, it is found that the responsiveness variable has a significant effect on service user satisfaction.

Conclusion

From the results of this study it can be concluded that:

1. Empathy variable has a positive and significant effect on service user satisfaction.

2. Tangible variable has a positive and significant effect on service user satisfaction.

3. Reliability variable has a positive and significant effect on service user satisfaction.

4. Assurance variable has a positive and significant effect on service user satisfaction.

5. Responsiveness variable has a positive and significant effect on service user satisfaction.

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