

The Influence Of Service Quality On Community Satisfaction At Agents 46 Non-Cash Food Aid Distributors (Bpnt) Jatiasih

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ABSTRACT

Service Quality has the aim of providing direction to the company's marketing efforts to maintain customer satisfaction from an internal company perspective. The aim of this research is to find out how much influence and relationship marketing strategies have on customer satisfaction. Data collected through samples by random sampling of the population to represent the entire population and data collection using questionnaires. The method used is a descriptive method with data collection through interviews, observation and questionnaires. The results of the t test show a significant influence of marketing strategy on customer satisfaction. This is proven that the variable (X) marketing strategy and the variable (Y) customer satisfaction have a significant value smaller than 0.05, namely ($0.00 < 0.05$), and there is a significant relationship between marketing strategy and customer satisfaction. This is proven by the significance value in the partial t test which obtained a significance value of 0.00 which is smaller than 0.05, so it can be concluded that the hypothesis is accepted with strong significance.

Keywords: Service Quality, Customer Satisfaction, Public Service, Service Services, Service Strategy

Article submission: 16 May 24

Article revision: 17 May 24

Article acceptance: 28 May 24

I. INTRODUCTION

The role of the government is very necessary, considering that the policies and regulations that are made become a reference in pushing towards development. Programs regarding poverty alleviation were started by the government by issuing Presidential Regulation of the Republic of Indonesia Number 15 of 2010, concerning the Acceleration of Poverty Alleviation. From the issuance of the Presidential



Regulation, the National Team for the Acceleration of Poverty Reduction (TNP2K) was formed at the central level, whose members consisted of elements of the government, community, business world and other stakeholders. Furthermore, at the provincial and district/city levels, Provincial and Regency/City Poverty Reduction Coordination Teams (TKPK) were formed. Currently, there are many programs issued by the government which aim to improve health, education, the economy, and reduce the burden on society in meeting life's needs.

Social assistance is the provision of assistance from the Regional Government to individuals, families, groups and/or communities. The nature of this assistance is not continuous and selective. This assistance is in the form of money or goods, the provision of which is adjusted to the regional financial capacity. The aim is to support the achievement of regional government program and activity targets by paying attention to the principles of justice, propriety, rationality and benefits for the community.

Social security is a form of social protection organized by the state to ensure that its citizens fulfill their basic living needs. This guarantee is stated in Law Number 40 of 2004 concerning the National Social Security System. Primarily it is a field of social welfare that pays attention to social protection which includes poverty, old age, disability, unemployment, family and children.

One of the programs established by the government to reduce the burden on society in meeting basic needs is the Non-Cash Food Assistance Program (BPNT). The BPNT program is food assistance that is distributed non-cash from the government to Beneficiary Families (KPM) every month, through an electronic account mechanism that is used only to buy food at places that have collaborated with Bank Negara Indonesia.

Measuring satisfaction is an important element in the performance evaluation process where the final goal to be achieved is to provide better, more efficient and more effective services based on community needs. A service is considered satisfactory if the service can meet the needs and expectations of service users. Community satisfaction can also be used as a reference for the success or failure of program implementation at a public service institution.

Looking at these background problems, it is interesting to carry out research with the title: "The Influence of Service Quality on Community Satisfaction at the 46 Agents Distributing Non-Cash Food Aid (BPNT) Jatiasih".

II. LITERATURE REVIEW

A. Community Satisfaction

The word satisfaction comes from the Latin "satis" (meaning good enough, adequate) and "facio" (to do or make). In general, satisfaction is a person's feeling of joy or disappointment that arises from comparing the product's perceived performance (or results) against their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance matches expectations, customers will be satisfied (Tjiptono and Chandra, 2011:292).

Meanwhile, according to Swan in Fandy Tjiptono (2014: 353) defines customer satisfaction as a conscious evaluation or cognitive assessment regarding whether the product performance is relatively good or bad or whether the product in question is suitable or not suitable for its purpose or use.

Community satisfaction can only be achieved by providing quality service to consumers. Good service is often assessed by the public or consumers directly from employees as people who serve or are also known as service producers, therefore efforts are needed to improve the quality of the service system provided in order to fulfill desires and increase consumer satisfaction. So service quality is an important thing that companies must pay attention to in order to achieve public satisfaction.

Customer satisfaction is a level where the needs, desires and expectations of customers can be met, resulting in repeat purchases or continued loyalty. The most important factor in creating customer satisfaction is the performance and quality of the services provided by the organization.

B. Service quality

Quality according to Kotler (2012:49) is the overall characteristics and nature of a service that influences its ability to satisfy stated or implied needs. Thus, Service Quality can be interpreted as the level of difference between consumer

perceptions or consumer expectations regarding the services received by consumers.

According to Goetsch and Davis (1994) quoted by Tjiptono (2012: 152) quality can be defined as "dynamic conditions related to products, services, human resources, processes and the environment that meet or exceed expectations". Based on this definition, quality is the relationship between products and services or services provided to consumers that can meet consumer expectations and satisfaction.

Meanwhile, according to Fandy Tjiptono (2014: 268), the definition of service quality focuses on efforts to fulfill customer needs and desires and the accuracy of delivery to balance customer expectations. The word quality contains many definitions and meanings because different people will interpret it differently, such as conformity to requirements or demands, suitability for use, continuous improvement, freedom from damage or defects, meeting customer needs, doing everything that makes people happy. In the TQM (total quality management) perspective, quality is viewed broadly, that is, not only the results aspect is emphasized, but also includes processes, the environment and people.

Based on the definition above, service quality is all forms of service carried out by a person or service provider optimally with all excellence in order to meet customer needs and expectations.

III. METHODS

This research uses quantitative research methods, using research limitations on the independent variable, namely service quality (X) and the dependent variable, namely customer satisfaction (Y). The population covered in this research is the less fortunate people registered in Jatiasih Village, totaling 150 people using a sample of 60 people. In this research, to test the validity of the data, the Product Moment Correlation formula proposed by Pearson was used.

IV. RESULTS

Service quality has a significant effect on community satisfaction, this can be seen in the t test where the t count of 16.011 is greater than the t table of 2.002, so the service quality variable has an influence on the community satisfaction variable. Judging from the research results, it can be concluded that the magnitude of R determination (R Square) the percentage of influence of the independent variable (service quality) on the dependent variable (community satisfaction) is 81.5% while the remaining 18.5% is influenced by other variables not included in this research . This shows that service quality is a factor that influences the satisfaction of the BPNT Kp community. Bulak Jatiasih Bekasi.

Service quality is a result that must be achieved and carried out with action. Service quality will bring and direct consumers to be more active in the process of consuming a company's products or services. In this research, it was found that there was a positive influence in service quality activities on customer satisfaction at 46 BPNT Kp agents. Bulak Jatiasih. This shows that the quality of service provided to serve the community in this collection is able to make the community feel satisfied and provide a good response to the community. This means that the quality of service provided in providing BPNT collection services can create community satisfaction.

V. CONCLUSION AND SUGGESTION

A. Conclusion

From the results of Hypothesis Testing through simple linear regression with SPSS version 22, it was found that there was a significant correlation between the Service Quality variable and the Community Satisfaction variable at 46 BPNT agents in Kp. Bulak Jatiasih Bekasi. From the results of a simple linear regression test on the influence of service quality on community satisfaction, there is a significant value of $0.000 < 0.05$, so it can be said that there is a partial influence between the independent variable and the dependent variable. The results of the T test show that service quality has a significant level of 0.000 and a tcount value of 16.01, while the ttable value is 2.002, so tcount > than ttable, so H_0 is rejected or H_a is accepted, meaning that service quality influences people's satisfaction.

B. Suggestions

Based on the results of this research, it is recommended to continue implementing service quality such as Tangible (physical evidence), Reability (reliability), Responsiveness (responsiveness), Assurance (guarantee), and Emphaty (empathy) which must be maintained or further improved, so that people can put trust in agent 46. The community has not been able to provide facilities such as seating so that people don't get sore while waiting, so that people can feel comfortable when picking up BPNT at the 46 Kp agent. Bulak Jatiasih Bekasi.

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