THE EFFECT OF POPULATION CARD (KTP) ADMINISTRATION SERVICES ON THE SATISFACTION OF CITIZENS OF CEMPAKA PUTIH EAST RESIDENT DURING THE OUTBREAK PANDEMIC

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ABSTRACT

This study aims: to determine the effect of service quality on citizen satisfaction in managing the need for administration of identity cards in Cempaka Putih Tiimur, Central Jakarta. This research was conducted with descriptive and verification methods. Samples were taken by non-probability sampling technique. While the research data collection instrument using questionnaires and library study activities. To measure how much influence X and Y use regression analysis and SPSS computer software. The result of this study is that there is an influence between the service quality variable (X) and the satisfaction variable of the residents in Cempaka Putih Tiimur, Central Jakarta. Based on the regression coefficient equation formed, $= 9.514+0.496X$. From this equation, the quality of service has an influence with a regression coefficient of 0.496, in other words, if the quality of service increases by 1, the level of satisfaction will increase by 0.496.

Keywords: service quality, satisfaction

1. INTRODUCTION

Administrative services for the current Cempaka Putih Timur Village sign card. The current COVID-19 pandemic has caused drastic changes to all aspects of human life. In terms of administrative services, the Identity Card (KTP) in the Cempaka Putih Timur Village area has also changed. Kelurahann already has a variety of digital applications that can be used by the community to be able to adapt to different conditions than before or commonly referred to as New Habit Adaptation (IMR). Some residents are still in the cloud with digital services and use an application model that is still unknown to the community. The factor of the rapid development of technological progress will certainly greatly facilitate service, but in reality it also complicates the service of people who do not understand and are not used to it, of course this will greatly affect satisfaction in the service of the community members of the Cempaka Putih Timur village, which not all residents understand and can understand. Using technology in the use of applications for administrative services making this ID card.

Obstacles during a pandemic, a problem that often occurs is that face-to-face meetings are not allowed, where the solution is to use an online application that becomes a communication link, and it is recommended that residents use e-commerce platforms (eg Shopee, Tokopedia etc.) and/or ride-hailing providers (Gojek or Grab). of technological advances.

One of the service problems and obstacles faced during service and visits to the community members to the village head office is difficult because it is limited by the time distance and limited face-to-face with employees. The solution that can be taken in this problem is by using an application or using a mobile phone as a communication tool to directly ask village officials indirectly residents. In addition, the obstacles faced besides that are the lack of information and socialization of service changes in terms of administration to residents. This makes it difficult for residents to extend, make or even report matters relating to information on KTP services so far. The hope is that if the administration of the ID card can be accessed easily by residents, the service and sense of convenience will create a sense of satisfaction for the community.

2. RESEARCH METHODOLOGY

This research method is a descriptive method with a correlation research approach, which is to determine the level of relationship between different variables in a population (Umar, 2013:25). Based on this study, it can be seen the magnitude of the contribution of the independent variables to the dependent variable and the direction of the relationship that occurs. The method used in this research is descriptive method and verification method. Muhammad Nazir (2015:55) reveals that: "Descriptive method is a research method to create a picture of a situation or event, so that" This method intends the verification method "is a research that aims to determine the relationship between two or more variables. Based on its nature, the type of data used in this research is quantitative data. According to Sugiyono (2012:13): "Quantitative data is a characteristic of a variable whose values are expressed in numerical form." by using a simple linear regression analysis technique. Sugiyono (2011:7) states that survey research is research conducted on

large and small populations, but the data studied are data from samples taken from that population, so it is found limited face-to-face with employees. The solution that can be taken in this problem is to use an application or use a mobile phone as a communication tool to directly ask village officials indirectly residents. In addition, the obstacles faced besides that are the lack of information and socialization of service changes in relative occurrences, distributions, and relationships between sociological and psychological variables. The purpose of the survey approach is to provide a detailed description of the background, characteristics, and characteristics that are typical of the case or the status of the individual, which then from the typical characteristics above will be made into a general matter. The researcher in this study analyzed the influence of service quality and trust on the satisfaction of the residents of the outskirts in requiring the administration of ID cards. Terms of administration to residents.

This makes it difficult for residents to extend, make or even report matters relating to information on KTP services so far. The hope is that if the administration of ID cards can be accessed easily by residents, the service and sense of convenience will create a sense of satisfaction for the community. Based on the results of the analysis and discussion that have been described previously, the conclusions of this study are as follows:

Partial regression analysis is used to determine whether there is a linear influence of the independent variable on the dependent variable. The results of the calculations carried out with SPSS are as follows:

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.514	3.838		2.479	.015
Kualitas Pelayanan	.496	.066	.603	7.479	.000

a. Dependent Variable: Kepuasan

Based on the regression coefficient equation formed, $= 9.514 + 0.496X$. From this equation, the quality of service has an influence with a regression coefficient of 0.496, in other words, if the quality of service increases, the level of satisfaction will increase by 0.496.

Simultaneous regression testing of this study was carried out by performing the calculated F test with the condition that if the calculated F result is greater than Ftable, then H0 is rejected and H1 is accepted, on the other hand if the calculated F result is smaller than F table then H0 is accepted and H1 is rejected.

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1543.154	1	1543.154	55.936	.000[b]
Residual	2703.596	98	27.588		
Total	4246.750	99			

a. Dependent Variable: Kepuasan

b. Predictors: (Constant), Kualitas Pelayanan

The results of simultaneous testing show that the F count is 55.936 > F table is 3.09 and the significance level is 0.000 < 0.05, this means that the hypothesis which states that the service quality variable .

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.514	3.838		2.479	.015
	Kualitas Pelayanan	.496	.066	.603	7.479	.000

From the test results (t test) shows that the regression coefficient X (quality of service) has a positive sign. Based on table 4.12, the t-count value is 7.479 with a significant level of 0.000 while the t-table level of significance is 0.05, the t-table value is 1.984, so t-count > t-table, then H0 is rejected and H1 is accepted. Likewise, by looking at the significance level of 0.000 while the significant value is 0.05 so that the value (sig) < significant value, then H0 is rejected and H1 is accepted. This shows that the effect of service quality is in the direction of satisfaction. In other words, service quality has a significant influence on satisfaction. If the quality of service is improved, it will have a positive impact on satisfaction.

Correlations

		Kualitas Pelayanan	Kepuasan
Kualitas Pelayanan	Pearson Correlation	1	.603[**]
	Sig. (2-tailed)		.000
	N	100	100
Kepuasan	Pearson Correlation	.603[**]	1
	Sig. (2-tailed)	.000	
	N	100	100

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

From the results of the correlation coefficient test, obtained calculations where the correlation coefficient of service quality to satisfaction is 0.603 or in other words 60.3%, with a significance of 0.000. Thus it can be concluded that there is a significant relationship between service quality and satisfaction.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.603[a]	.363	.357	5.25240

a. Predictors: (Constant), Kualitas Pelayanan

It is known that the value of R2 is 0.363. From this value, it can be seen that satisfaction is influenced by service quality by 36.3%, while the remaining 63.7% is influenced by other factors not examined.

The results obtained after analyzing the model are used as the basis for answering the hypothesis and drawing conclusions in this study. The results of the analysis of research data on the effect of service quality on satisfaction have been tested that the hypothesis proposed and examined at a significance level of = 0.05 exogenous variables on endogenous variables has been tested for a positive direct effect. Based on these findings, it can be concluded that satisfaction is directly influenced positively by service quality. The results of this study are in line with the opinions of several experts including, according to Tjiptono, (2008:65), a company has the potential to increase market share through fulfilling the level of customer service quality. Service quality starts with customer needs and ends with satisfaction. it is known that the value of R2 is 0.363. From this value, it can be seen that satisfaction is influenced by service quality by 36.3%, while the remaining 63.7% is influenced by other factors not examined. This is also supported by the theory of Tjiptono (2005) that quality services will also provide satisfaction to customers who receive these services. and the theory which states that service quality.

3.   RESULTS AND DISCUSSION

The best service performed by a person, group or institution that gives satisfaction to customers or the community and in turn that satisfaction will create customer or community loyalty to a person/group/institution that provides these services. Low service quality can cause many customer complaints, if this is not handled properly then the company will lose its customers. Service efforts must give satisfaction. Kotler and Armstrong (1996) stated that the higher the quality of the products and services provided, the higher the satisfaction felt by customers. Customers generally expect the products or services consumed can be accepted and enjoyed with good and satisfying service. This requires companies to pay attention to the quality of services and services provided by the company / institution.

The results of research conducted by Sompie, et al in Aflah (1995) in one of the DKI Jakarta District Health Centers found a relationship between the satisfaction of Puskesmas visitors and the services of supporting officers, administrative officers, and medical officers at the Puskesmas. In Endarwita's research (2013) there is a significant relationship between service quality and customer satisfaction at BRI Simpang Branch savings Four with a significance value of 0.000. The results of this study are similar to research conducted by Cahyadi (2003) that service quality will affect customer satisfaction. According to Lupiyoadi in Aryani (2010), low quality will lead to dissatisfaction with customers, not only customers who eat at the restaurant but also have an impact on other people. Because disappointed customers will tell at least 15 other people. As a result, potential customers will make their choice to competitors.

4.   CONCLUSION

Based on the regression coefficient equation formed, = 9.514 + 0.496X. From this equation, the quality of service has an influence with a regression coefficient value of 0.496, in other words, if the quality of service increases, the level of satisfaction will increase by 0.496. The results of the simultaneous test show that the F count is 55.936 > F table is 3.09 and the significance level is 0.000 < 0.05, this means that the hypothesis which states that the service quality variable simultaneously has an influence on satisfaction. Hypothesis testing with T arithmetic with 95% confidence level ($\alpha = 0.05$) is 1.984. The calculated T value of service quality is 7.479 with a significance level of 0.000. which means rejecting Ho and accepting H1.

Based on the conclusions of the study, it is suggested that various efforts can be carried out in order to increase satisfaction.1. The existence of KTP service officers in the kelurahan in providing fast service can be increased by adding additional personnel or arranging work schedules so that sufficient personnel are available at busy times.2. All officers need to form a joint commitment in terms of providing services to improve responsiveness, caring, friendly and good communication to consumers by means of supervision or a direct assessment system by consumers.3. Especially for ID card service officers, it is necessary to develop skills and improve time discipline in providing services so that consumers get timely service.4. Assessing the level of customer satisfaction on a regular basis in line with efforts to improve service quality.

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