

The Influence of Accessibility and Responsivity of Officers on Community Satisfaction

Ely Ibrahim¹, Darman², Dwi Oktia Sari³, Lukman Setiawan⁴

¹ Bina Mandiri University Gorontalo

² Bina Mandiri University Gorontalo

³ Bina Mandiri University Gorontalo

⁴ Universitas Bosowa

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ABSTRACT

This research explains the influence of officer accessibility and responsiveness on community satisfaction, by observing 50 community samples. Data were analysed using PLS-SEM techniques via SMARTPLS version 3 software. Samples were selected and collected through purposive sampling and distributed via online questionnaire via Google form. The results show that Accessibility has an insignificant effect, with a TStatistic value of 0.037 and P Values of 0.970, while Officer Responsiveness has a significant effect, with a TStatistics value of 4.953 and P Values of 0.000 on Community Satisfaction.

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Corresponding Author:

Name: Darman

Institution: Bina Mandiri University Gorontalo

Email: darman@ubmg.ac.id

1. INTRODUCTION

Community satisfaction is an important indicator in measuring the performance of an organization. Community satisfaction can be influenced by various factors, one of which is the accessibility and responsiveness of officers. Accessibility is the ease with which people can get services from an organization. Accessibility can be seen from various aspects, such as service location, working hours, service costs, and service procedures. Responsiveness is the ability of officers to provide fast and appropriate services to the community. Responsiveness can be seen from various aspects, such as the officer's attitude, speed in providing services, and accuracy in providing information.

Based on the results of a community satisfaction survey conducted by the Ministry

of State Apparatus Empowerment and Bureaucratic Reform (PANRB) in 2022, it shows that accessibility and responsiveness of officers are the two most important factors in influencing community satisfaction. The survey showed that 73.3% of respondents stated that the accessibility of public services in Indonesia still needs to be improved. This is caused by various factors, such as service locations that are difficult to reach, inflexible working hours, and expensive service costs.

Apart from that, the survey also showed that 71.2% of respondents stated that the responsiveness of public service officers in Indonesia still needs to be improved. This is caused by various factors, such as the staff's less friendly attitude, less speed in providing service, and less accurate accuracy in providing information.

Accessibility and responsiveness of officers are two important factors that can influence public satisfaction. To increase public satisfaction, efforts are needed to increase the accessibility and responsiveness of public service officers. These efforts can be carried out through various programs and policies, such as: developing a public service system that is more easily accessible to the public, such as online or through call centers, adjusting public service working hours to make them more flexible and in line with community needs, providing subsidies or reduction in public service costs for underprivileged people, training for public service officers to improve attitude, speed and accuracy in providing services. With these efforts, it is hoped that public satisfaction with public services can increase.

2. LITERATURE REVIEW

2.1 *Community Satisfaction*

Satisfaction is a positive (or negative) feeling that is influenced by a person's assessment of the job and the experience gained. This feeling is related to how a person feels and thinks about his work. The higher the satisfaction, the more positive a person's view of their environment. Conversely, low satisfaction can give rise to negative feelings and affect performance and attitudes [1]. The concept of satisfaction can be seen from various points of view such as emotional, assessment and fulfilment of expectations [2], Satisfaction emphasized emotional aspects and fulfilments of expectations regarding various aspects of the environment [3]. The concept of satisfaction includes emotional, evaluative, cognitive and expectation-experience comparison aspects [4].

Community satisfaction is a feeling of joy or disappointment experienced by someone after comparing the reality they feel with their expectations [5]. Community satisfaction is a psychological condition that describes the level of a

person's feelings of pleasure or displeasure towards a product or service that he or she has used, which is influenced by the comparison between expectations and perceptions of the performance of the product or service [6]. Public satisfaction is an assessment made by consumers of a product or service based on their experience in using the product or service, which is influenced by consumer expectations, needs, and perceptions [7]. Community satisfaction is a measure of how well a product or service meets consumer expectations, which can be measured through certain indicators, such as product or service performance, service quality, and costs [8], Public satisfaction is a psychological condition that describes the level of a person's feelings of pleasure or displeasure towards a product or service that they have used, which is influenced by internal factors, such as perception, expectations and experience, as well as external factors, such as price, quality of products or services, and services [9]. Public satisfaction is a psychological condition that describes the level of a person's feelings of pleasure or displeasure with a product or service that they have used, which is influenced by consumer perceptions of product or service performance, service quality and costs [10].

2.2 *The Effect of Accessibility on Community Satisfaction*

Good accessibility can increase people's satisfaction with a product or service. This is because good accessibility can make it easier for people to get these products or services [6]. Accessibility can be interpreted as the ease of achieving or getting something. In the context of products or services, accessibility can be interpreted as the ease of obtaining

the product or service, both in terms of location, cost and time.

Good accessibility can increase public satisfaction with a public service. This is because good accessibility can make it easier for people to access these public services [7]. Accessibility can be interpreted as the ease of achieving or getting something. In the context of public services, accessibility can be interpreted as the ease of accessing public services, both in terms of location, cost and time.

Good accessibility can increase public satisfaction with a public facility. This is because good accessibility can make it easier for people to use these public facilities [8]. Accessibility can be interpreted as the ease of achieving or getting something. In the context of public facilities, accessibility can be interpreted as the ease of using these public facilities, both in terms of location, cost.

Good accessibility can increase people's satisfaction with an environment. This is because good accessibility can make it easier for people to access various facilities and services in the environment [9]. Accessibility can be interpreted as the ease of achieving or getting something. In an environmental context, accessibility can be interpreted as the ease of accessing various facilities and services in the environment, both in terms of location, cost.

Good accessibility can increase public satisfaction with an innovative product or service. This is because good accessibility can make it easier for people to get these products or services, so that they can feel the benefits of this innovation [10]. Accessibility can be interpreted as the ease of achieving or getting something. In the context of innovative products or services,

accessibility can be interpreted as the ease of obtaining the product or service, both in terms of location, cost.

Good accessibility can make it easier for people to get products or services, access public services, use public facilities, and access various facilities and services in the environment. This can increase public satisfaction with products or services, public services, public facilities, the environment, and innovative products or services. Accessibility can be interpreted as the ease of reaching a place or getting a product or service. Accessibility can be influenced by various factors, such as distance, time, cost, and availability of facilities and infrastructure. Increasing accessibility can be done through various means, such as building infrastructure, providing public transportation, and simplifying procedures. Increasing accessibility can provide benefits to society, including increasing public satisfaction. Therefore, this research proposes the hypothesis "Accessibility has a positive and significant impact on community satisfaction (H1)

2.3 The Influence of Officer Responsiveness on Community Satisfaction

Good officer responsiveness can increase public satisfaction with a product or service. This is because good officer responsiveness can show that the officer cares and pays attention to the needs of the community [6] Officers who are responsive to community needs will make the community feel satisfied with the products or services offered. This is because the responsiveness of officers shows that the officers care and pay attention to the needs of the community. Officer responsiveness can be defined as the officer's ability to respond to the needs and desires of the community quickly, precisely and in a friendly manner. Responsive

officers will immediately help the community when they need help, provide clear and accurate information, and resolve problems experienced by the community quickly and completely. When officers provide good responsiveness, the public will feel that they are appreciated and cared for. The public will feel that the officer cares about their needs and is trying to meet them. This will make people feel satisfied with the products or services offered.

Good officer responsiveness can increase public satisfaction with a public service. This is because good officer responsiveness can show that the public service is reliable and meets the needs of the community[7]. Officer responsiveness can be defined as the officer's ability to respond to the needs and desires of the community quickly, precisely and in a friendly manner. Responsive officers will immediately help the community when they need help, provide clear and accurate information, and resolve problems experienced by the community quickly and completely.

Good officer responsiveness can increase public satisfaction with a public facility. This is because good officer responsiveness can show that the public facilities are well maintained and managed[8]. Officer responsiveness can be defined as the officer's ability to respond to the needs and desires of the community quickly, precisely and in a friendly manner. Responsive officers will immediately help the community when they need help, provide clear and accurate information, and resolve problems experienced by the community quickly and completely.

Good officer responsiveness can increase community satisfaction with an environment. This is because good officer responsiveness can show

that the environment is clean, safe and comfortable[9]. Officer responsiveness can be defined as the officer's ability to respond to the needs and desires of the community quickly, precisely and in a friendly manner. Responsive officers will immediately help the community when they need help, provide clear and accurate information, and resolve problems experienced by the community quickly and completely.

Good officer responsiveness can increase community satisfaction towards an innovative product or service. This is because good officer responsiveness can show that the officer is ready to help the public in using the product or service[10]. Officer responsiveness can be defined as the officer's ability to respond to the needs and desires of the community quickly, precisely and in a friendly manner. Responsive officers will immediately help the community when they need help, provide clear and accurate information, and resolve problems experienced by the community quickly and completely.

Officer responsiveness has a positive influence on community satisfaction. Good officer responsiveness can show that the officer cares and pays attention to the needs of the community, so that it can increase community satisfaction with products or services, public services, public facilities, the environment, and innovative products or services. Officer responsiveness can be interpreted as the attitude of officers who are quick and responsive in meeting community needs. Officer responsiveness can be influenced by various factors, such as officer training, organizational culture, and organizational policies. Increasing officer responsiveness can be done through various means, such as officer training, socialization of

organizational culture, and implementation of policies that support officer responsiveness. Increasing officer responsiveness can provide benefits to the community, including increasing community satisfaction. Therefore, this research proposes the hypothesis "Officer Responsiveness has a positive and significant impact on Community Satisfaction (H2).

3. RESEARCH METHODS

This research uses primary data collection methods by filling out questionnaires online using Google Forms. The sample involved was 50 respondents, selected using the purposive sampling method. Data analysis was carried out using the Partial Least Square and Structural Equation Modelling (PLS-SEM) method, using SMARTPLS 3.2.9 software. In building the model, this research applies the Confirmatory Composite Analysis (CCA) approach, and the construction of indicators for each latent variable is based on a strong theoretical foundation that has been identified from previous studies.

The analysis process using the PLS-SEM method consists of two main stages, namely testing the outer model and inner model. The outer model includes a series of statistical analyses aimed at assessing the validity and reliability of the construct, which consists of a collection of indicators in the survey instrument. In measuring instrument validity, two steps are carried out, namely convergent and discriminant validity. The reliability of the instrument was evaluated using Composite Reliability (CR) and Cronbach's alpha (CA) values, where latent variables with CR and CA values more than 0.70 were considered reliable. Convergent validity is measured through the Average Variance Extracted (AVE) value, which is considered adequate if the value is more than 0.50, in accordance with the guidelines proposed by Hair in [11].

4. RESULTS

Figure 1 shows that there is 1 indicator item in this study which has a loading factor value below 0.70, namely AK1 of 0.412, so this indicator item is removed from the model.

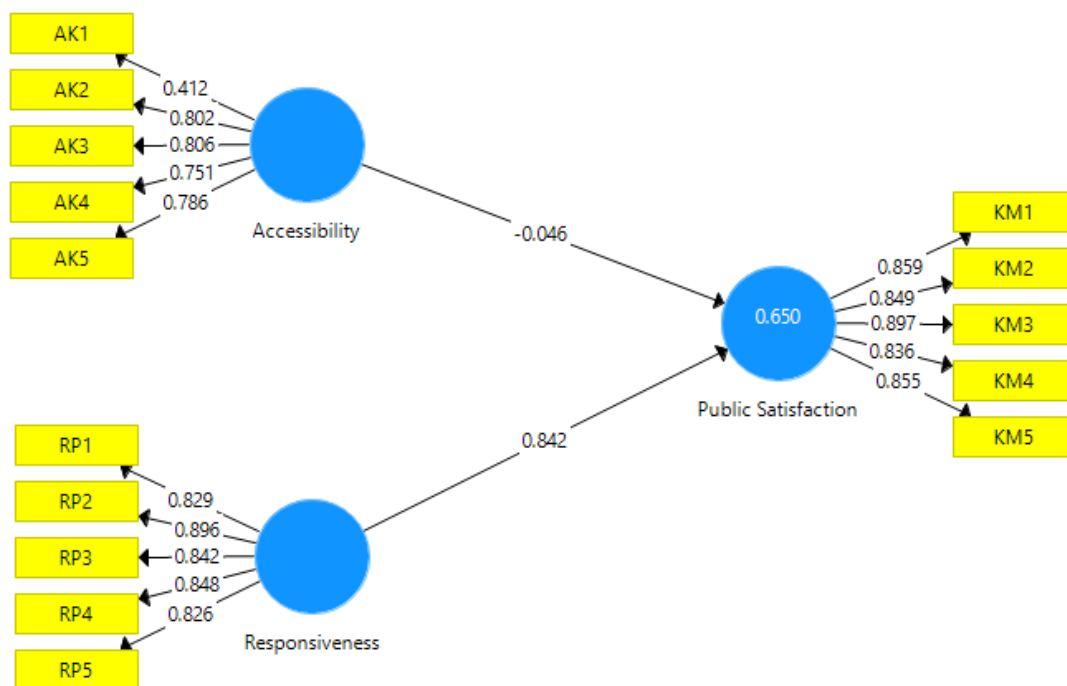


Figure 1. Outer Model 1 Testing

Figure 2 shows that all indicator items in this study have factor loading values above

0.70, which indicates that all the indicators involved represent the construct correctly.

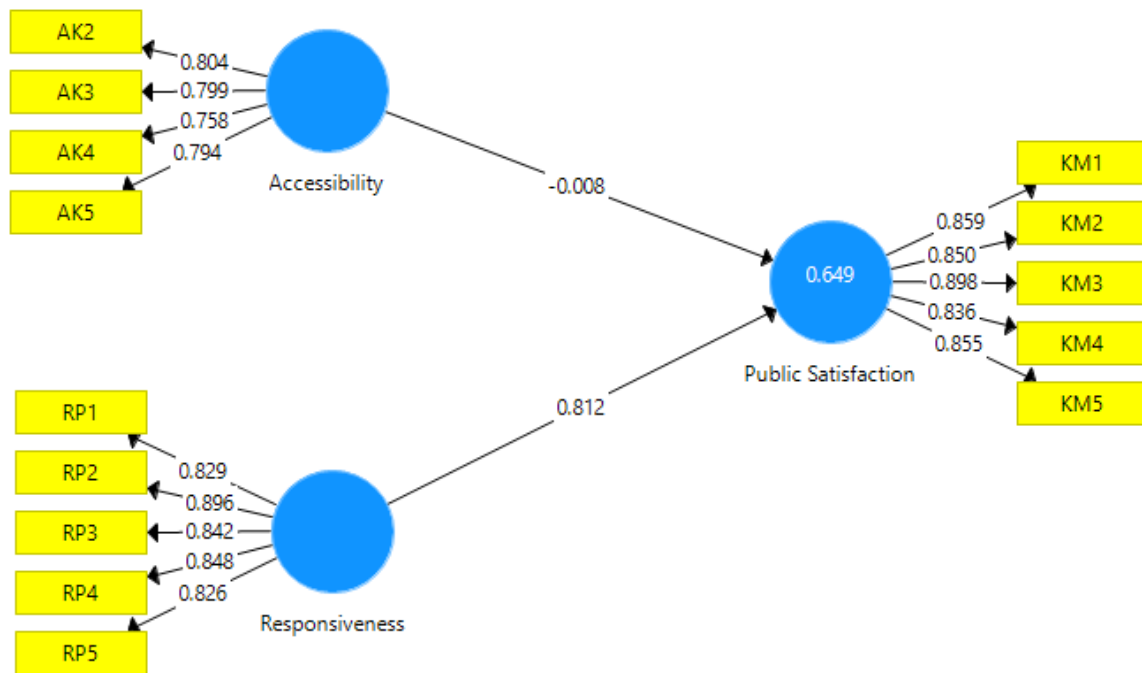


Figure 2. Outer Model 2 Testing

Table 1 shows that all Composite Reliability (CR) and Cronbach's Alpha (CA) values for each latent variable in this study were > 0.60. It was concluded that the measuring instrument developed in this

research was reliable. Apart from that, the n value of Average Variance Extracted (AVE) for each latent variable in this study is also > 0.50. This value shows that the instrument developed in this research is valid.

Table 1. Convergent Validity and Reliability of Instruments

Variable	C.A	CR	AVE
Accessibility	0.811	0.868	0.622
Officer Responsiveness	0.903	0.928	0.720
Community Satisfaction	0.912	0.913	0.739

The next test is the R2 value obtained from the PLS algorithm procedure. The R2 ratio level is classified into three categories, namely 0.75 (strong), 0.50 (medium), and 0.25 (weak; Hair, et.al in [12]. Table 2 shows that the R2 value of the Community Satisfaction variable is 0.649 in the medium category.

These results show that the influence of Officer Accessibility and Responsiveness on Community Satisfaction is 0.649 or 64.90% and the remaining 35.10% is influenced by other variables outside of this research variable.

Table 2. Coefficient of Determination Test Results

	R Square	R Square Adjusted
Community Satisfaction	0.649	0.634

The final step of inner model analysis is hypothesis testing through the bootstrapping method.

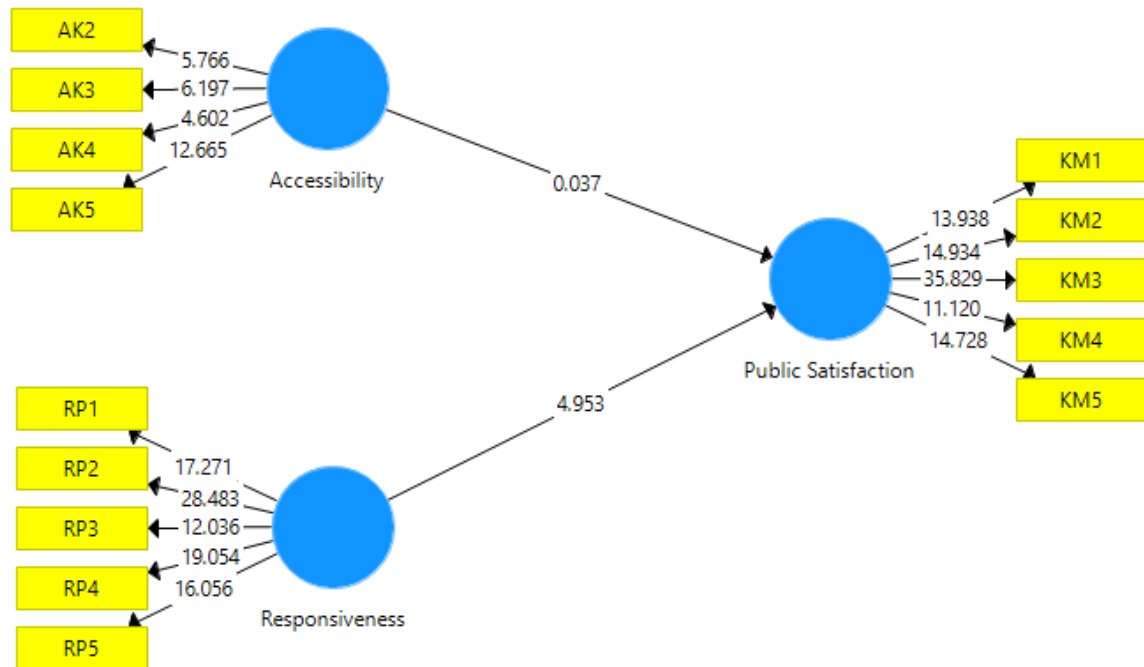


Figure 3. Inner Model Testing

This research uses a significance level of 5–10%. This is a generally accepted level of significance in social sciences and management. The findings of the direct relationship between latent variables are shown in Table 3. Table 3 shows that the Accessibility variable based on the model has

no significant effect on Community Satisfaction, while Officer Responsiveness based on the model has a significant influence on Community Satisfaction. Based on these results, it is concluded that hypothesis H1 is rejected while H2 is accepted.

Table 3. Direct Effect Test Results

Hypothesis	Path	Coefficient	STDs	t-statistic	p-value	Conclusion
H1	AK => KM	0.008	0.215	0.037	0.970	Not significant
H2	AK => KM	0.812	0.164	4,953	0,000	Significant

Based on the results of the direct relationship test, it can be concluded that the two research questions in this study have been answered. The research model succeeded in explaining that Accessibility based on the model has no significant effect on Community Satisfaction, while Officer Responsiveness has a significant influence on Community Satisfaction. Accessibility has an insignificant

effect on Community Satisfaction with a t-statistic value of 0.037 and a p-value of 0.970, while Officer Responsiveness has a significant effect on Community Satisfaction with a t-statistic value of 4.953 and a p-value of 0.000.

The finding that Accessibility has no significant effect on Community Satisfaction is not in line with previous research. Good accessibility can increase people's satisfaction

with a product or service. This is because good accessibility can make it easier for people to get these products or services [6].

Good accessibility can increase public satisfaction with a public service. This is because good accessibility can make it easier for people to access these public services [7]. Good accessibility can increase public satisfaction with a public facility. This is because good accessibility can make it easier for people to use these public facilities [8]. Good accessibility can increase people's satisfaction with an environment. This is because good accessibility can make it easier for people to access various facilities and services in the environment [9]. Good accessibility can increase public satisfaction with an innovative product or service. This is because good accessibility can make it easier for people to get these products or services, so that they can feel the benefits of this innovation [10].

Meanwhile, officer responsiveness has a significant effect on community satisfaction, in line with previous research. Good officer responsiveness can increase public satisfaction with a product or service. This is because good officer responsiveness can show that the officer cares and pays attention to the needs of the community [6]. Good officer responsiveness can increase public satisfaction with a public service. This is because good officer responsiveness can show that the public service is reliable and meets the needs of the community [7]. Good officer responsiveness can increase public satisfaction with a public facility. This is because good officer responsiveness can show that the public facilities are well maintained and managed [8]. Good officer responsiveness can increase community satisfaction with an environment. This is because good officer responsiveness can show that the environment is clean, safe and comfortable [9]. Good officer responsiveness can increase public satisfaction with an innovative product or service. This is because good officer responsiveness can show that the officer is ready to help the public in using the product or service [10].

5. CONCLUSION

Based on the research results, accessibility does not have a significant effect on community satisfaction. This means that easy access to services does not always have an impact on increasing community satisfaction. There are several factors that can explain this, including: a) The quality of the services provided. The quality of services provided is the most important factor in determining community satisfaction. People will be more satisfied if the services provided are of high quality, both from a technical and non-technical perspective. b) Officer behaviour. Officer behaviour is also an important factor in determining public satisfaction. The public will be more satisfied if officers are friendly, polite and responsive.

Meanwhile, officer responsiveness has a significant effect on community satisfaction. This means that the more responsive the officers are to community needs, the higher the level of community satisfaction. Officer responsiveness is an important indicator of service quality. Officer responsiveness shows that officers care about the community's needs and are ready to provide the assistance needed. There are several factors that can explain the influence of officer responsiveness on community satisfaction, including: a) Increasing community satisfaction. Officer responsiveness can increase community satisfaction because people feel cared for and well served. b) Increase public trust. Officer responsiveness can increase public trust because the public feels that officers can be relied on to provide the services needed. c) Increase community loyalty. Officer responsiveness can increase community loyalty because people feel satisfied and happy with the services provided.

Research Implications

1. Theoretical Implications: Accessibility does not have a significant effect on people's satisfaction has important theoretical implications. This shows that accessibility alone is not enough to

achieve community satisfaction. Accessibility can make it easier for people to access services. However, accessibility cannot overcome other factors that influence public satisfaction, such as service quality and officer behaviour. Therefore, there needs to be other efforts to achieve community satisfaction, such as efforts to improve the quality of services and behaviour of officers

2. Practical Implications: Officer responsiveness has a significant effect on community satisfaction and has important practical implications. This shows that officer responsiveness is an important key to achieving community satisfaction. Officer responsiveness can

improve service quality and community satisfaction. Therefore, efforts are needed to increase officer responsiveness. This effort can be done through various means, such as training, providing motivation, and giving awards. Several recommendations to increase officer responsiveness: a) Conduct training to increase officer knowledge and skills in providing quality services. b) Providing motivation to officers to increase work morale and commitment to providing the best service. c) Give awards to officers who excel in providing quality services. With these efforts, it is hoped that officer responsiveness can be increased, thereby increasing overall community satisfaction

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