



THE EFFECT OF SERVICE ACCOUNTABILITY IN CREATING PUBLIC SATISFACTION

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Article history:	Abstract:
Received: 21 st March 2023 Accepted: 23 rd April 2023 Published: 28 th May 2023	This study done to determine the effect of service accountability on public satisfaction . The research method used using a quantitative approach to data collection techniques using a questionnaire. Data analysis using multiple linear regression analysis with the help of SPSS version 24.0. This study uses linear regression and uses the F test to find out the significant level of the influence of the independent variables on the dependent. The research uses five exogenous variables (procedures, information, time, facilities and infrastructure, and environmental comfort) and endogenous variable (satisfaction). The result of this study is that all exogenous variables have a positive and significant effect on satisfaction . this show that services provided must can still consistent and improve existing service procedures, some very good information attributes, good values regarding the certainty of service completion time, several aspects of facilities and infrastructure, and comfortable environmental conditions, both in the service office or in service support facilities .

Keywords: Accountability, Public Satisfaction, Service

INTRODUCTION

Good Governance was pioneered and implemented since the reform era. The concept of good governance can be interpreted as a reference in the process and structure of good political and economic relations. Several major factors that form an institution called Governance among them namely the government private sector (private sector) and society (civil society). System change is guided by a clean democratic process, so that Good Governance becomes a reform tool implemented in government. Integration of roles between the government (bureaucracy), the private sector and civil society needed in understand governance .

Service is an attempt to help convey what other people need (Sulistiyani et al , 2016). Quality service plays an important role in shaping public satisfaction , but it can also create an image good organisation . The higher the quality of services provided by the organization or institution , the satisfaction felt by the public will be higher.

Service accountability is responsible the answer of the service provider to the public for every decision and action taken relating to the administration of public services. Service accountability indicators are expected to be used as a condition for the implementation of good, democratic and responsible organizations (good governance). so that will created satisfaction public .

Moment this is the quality of accountability service is still there various obstacles among them service still difficult to access, complicated procedures when it comes to obtaining a particular permit, unclear fees, and the practice of illegal levies (pungli), are indicators of the low quality of accountability in Indonesia. Where this is also as a result of various problems whose existence has not been felt by the community . Public service accountability is a measure that shows how much the level of suitability of public service delivery is with external values or norms that exist in society such as service transparency, the principle of justice, law enforcement guarantees, and service orientation that is developed towards the community receiving or service users (Dwiyanto , 2002).

So that to realize accountable service has been stipulated Decree of the Minister of Administrative and Bureaucratic Reform Number 26/KEP/M.PAN/6/2004 concerning General Guidelines for the Implementation of Public Services. The purpose of establishing this technical guideline is as a reference for all public service providers to improve the quality of public service accountability, while the purpose of establishing this technical guideline is to provide clarity

for all service providers in fully implementing service delivery accountability, especially financial accountability, benefit accountability . or effectiveness, and procedural accountability accordance with the demands and expectations of society.

Previous studies performed by Maharani (201 9) produce that there is a positive and significant influence of the quality of public services on community satisfaction . Hermansyah (201 8) state that Public service process accountability and service quality have a significant effect on community satisfaction Another study was conducted by Asy'ar (201 9) show that public services have not been fully implemented in accordance with the provisions of law no. 25 of 2009 concerning Public Services.

Accountability Service

Accountability as one of the pillars of good government is the responsibility of the local government in making decisions for the public interest, which is the responsibility of the local government for the public services provided (Duadji , 2012). According to Respond (2005) that In the scope of public services, accountability is a benchmark that explains how much the level of alignment between the implementer of the service and the external rules that exist in community or owned by stakeholders.

Accountable service _ can create optimal and quality public services that refer to community satisfaction with the services provided. this _ show that accountability supports the running of the government system, because with accountability the quality of service will be higher, with an increase in the quality of services provided to the community, the community becomes satisfied with the service. So that Service accountability greatly affects people's satisfaction, given the increasing social, educational, economic, political and so on .

Public Satisfaction

Public satisfaction is a very important factor and determines the success of the implementation of public services because the community is a consumer of the service products produced (Puspitawaty , 2020). So that Public service providers must be able to meet the needs and desires of the community so as to achieve community satisfaction . Community satisfaction really needs to be considered by service providers to determine the quality of public services. The government as a provider of public services must always improve its quality.

Quality provides an impetus to customers to establish a strong relationship with the company (Listyawati , 2014). In the long term, this kind of bond allows the company to thoroughly understand customer expectations and their needs so that the company can increase customer satisfaction

Framework Thinking

The study used five exogenous variables (procedures, information, time, facilities and infrastructure, and environmental comfort) and one endogenous variable (satisfaction).

RESEARCH METHODS

this study use Explanatory research is research that aims to analyze the influence of one variable on another , according to Sugiyono (2015). Explanatory research is research that explains the causal relationship between variables that influence each other, while the research approach quantitative and qualitative research. The method of data collection was carried out by interviews, questionnaires and observation used as data collection techniques in this study. The use of data in research was obtained by giving a questionnaire (questionnaire).

The data that has been presented is then explained using qualitative sentences, where the percentage results can be grouped as shown in the following table this :

Table 1. Criteria Answer Respondents

Answer	Information
80%-100%	Very Good
60%-79.9%	Good
40%-59.9%	Enough Good
20%-39.9%	Less Good
0%-19.9%	Very No Good

Processing data on the study This use SPSS 25 application . Next done validity test to determine the validation of the instrument or questionnaire . The technique used is Paerson Product Moment correlation , which is a way to correlate variables with a total score. A variable is said to be valid if the number of these variables correlated significantly with the total score. Reliability test is a requirement to achieve the validity of the questionnaire with research purposes. The reliability testing technique used is Cronbach's Alpha value .

RESEARCH RESULT

Stage First done by testing the quality of the data using the validity test and reliability test .

Table 2. Validity Test Variable Procedure

grain	r count	Sig.	Ket
1	0.835	0.000	Valid
2	0.857	0.000	Valid
3	0.848	0.000	Valid

Based on table 2 in above shows that items 1, 2 and 3 are statement instruments on procedural variables has a correlation value of r count > r table the limit value of the r table used is 0.098. In this analysis also obtained a value statement significance < 0.05. So that third statement the declared valid.

Table 3. Validity Test variable Information

grain	r count	Sig.	Ket
1	0.674	0.000	Valid
2	0.778	0.000	Valid
3	0.705	0.000	Valid

Table 3 in _ above shows that all items 1, 2, and 3 instrument statements on the information variable has a correlation value of r count > r table (0, 098). In this analysis also obtained value statement significance < 0.05. So that third statement the declared valid.

Table 4. Validity Test Time variable

grain	r count	Sig.	Ket
1	0.522	0.000	Valid
2	0.522	0.000	Valid

Table 4 above _ show that items 1 and 2 are instrument statements on the time variable has a correlation value of r count > r table (0.098), and for the significance of all the significance values of statement items <0.05. So that second statement on the time variable the declared valid.

Table 5. Validity Test variable Facilities and Infrastructure

grain	r count	Sig.	Ket
1	0.762	0.000	Valid
2	0.802	0.000	Valid
3	0.794	0.000	Valid

In table 5 above show that points 1, 2 and 3 instrument statements on the variables of facilities and infrastructure has a correlation value of r count > r table (0, 098), while according to the significance of all the significance values of the statement items <0.05 . so that it can be interpreted that the three instruments are variable statements of facilities and infrastructure declared valid .

Table 6. Validity Test variable Comfort Environment

grain	r count	Sig.	Ket
1	0.522	0.000	Valid
2	0.522	0.000	Valid

Table 6 above show that items 1 and 2 are instrument statements on the time variable has a correlation value of r count > r table (0.098), and for the significance of all the significance values of statement items <0.05. So that second statement on the comfort variable environment the declared valid.

Then reliability test results each variable can seen in the table following this :

Table 6. Reliability Test

Variable	Cronbach Alpha	Ket
Procedure	0.924	Reliable
Information	0.847	Reliable
Time	0.674	Reliable
Facilities & Infrastructure	0.890	Reliable
Comfort Environment	0.843	Reliable

From Table 6 can seen that the value of Cronbach's Alpha on the five independent variables namely procedures, information, time, facilities and infrastructure and environmental comfort have Cronbach's alpha value > 0.6 which means that each statement contained in this independent variable can be accounted for answer and can be used for data analysis process.

Multicollinearity Test

Multicollinearity test can be seen with the value of the Variance Inflation Factor (VIF). Test results through VIF on the output results of the SPSS Coefficients table , each independent variable has a VIF not > 10 and a tolerance value not < 0.1. So it can be stated that the multiple linear regression model is free from classical assumptions and can be used in studies this .

Table 9. Multicollinearity Test

Variable	tolerance	VIF
Procedure	0.458	2,185
Information	0.666	1,501
Time	0.454	2,204
Facilities & Infrastructure	0.525	1904
Comfort environment	0.492	2032

Table 9 above show that VIF value of each the variable value is < 10 and all tolerance values are more than 0.1 . So it can be concluded that there is no multicollinearity between the independent variables in this regression model.

Multiple Regression Analysis

Table 10. Analysis Results Regression Double

Model	Unstandardiz ed Coefficients		t	Sig.
	B	std. Error		
(Constant)	-0.266	0.143	-1.862	0.063
Procedure	0.110	0.015	7.465	0.000
Information	0.029	0.012	2.504	0.013
Time	0.051	0.023	2.250	0.025
Facilities & Infrastructure	0.069	0.016	4.465	0.000
Comfort Environment	0.176	0.023	7.465	0.000

Table 8 above show that the results of multiple regression analysis on the independent variable on 1 dependent variable. With reference to the value of the coefficient B in Table 8, it is known that each independent variable has an influence on the dependent variable, where the 5 independent variables have a positive influence. The procedure variable has a positive effect on the satisfaction variable by 0.110, the information variable has a positive effect on the satisfaction variable by 0.029, the time variable has a positive effect on the satisfaction variable by 0.051, the facilities and infrastructure variables have a positive effect on the k variable satisfaction of 0.069, and the environmental comfort variable has a positive influence on the satisfaction variable of 0.176, in the results of multiple regression analysis there is a constant value of -0.266 . Furthermore, multiple linear regression equations can be formed in this study , namely : $Y^{\wedge} = -0.266 + 0.110 X1 + 0.029 X2 + 0.051 X3 + 0.069 X4 + 0.176 X5$ where Y^{\wedge} (satisfaction), X1 (procedure), X2 (information), X3 (time), X4 (facilities and infrastructure) and X5 (environmental comfort).

DISCUSSION

Table 11. F test results

Model	Sum of Square	df	Mean Square	F	Sig .
Regression	223,121	5	44,624	156,537	,000 ^a
residual	112,319	395	.285		
Total	335,440	399			

Based on the table of the results of the F test calculation, it can be seen that the value of F count of 156.537 with mark significant equal to 0.000 , it means that the variables of procedure, information, time, facilities and infrastructure, and environmental comfort have a positive and significant influence simultaneously on satisfaction .

Procedure in service can influential significant on satisfaction, based on a significance value of 0.000 < from 0.05 . Procedure is part public service to be indicators of public satisfaction variables . Based on the results of the study stated that the service facilities were adequate and able make it easy respondent . T the respondent's opinion of the service procedure met the good criteria, the highest respondent's response was the very good category.

Information on significant can influence satisfaction, based on a significance value of 0.013 < 0.05 it was concluded that H0 was rejected, meaning that there was a significant influence of the information variable on satisfaction. The main goal of public service is community satisfaction. Community satisfaction can be realized if the services provided are in accordance with service standards or are better than predetermined service standards. Indicator from information provided to the public Enough ok . It means public can obtain information more details of officer service .

Inside time service in a manner significant can affect satisfaction, based on a significance value of 0.025 < from 0.05 it was concluded that H0 was rejected, meaning that there was a significant influence of the time variable on satisfaction. Discipline of public service officers, namely officers consistent and already Enough timely in carrying out the task in accordance with the provisions . From the respondents' responses it can be seen that the statements regarding officers are consistent and timely in carrying out their duties in accordance with the provisions are in the pretty good category. So that For develop accountability service can done use effective time , officer can operate procedure service in accordance set time or also can give on time service activities carried out .

Facilities and infrastructure significant can influence satisfaction, based on a significance value of 0.000 < from 0.05 it is concluded that H0 is rejected, meaning that there is a significant influence of the facilities and infrastructure variables on satisfaction. Facilities available to the community Already Enough adequate so that can give comfort for user . this Of course become consideration in increase service so you can always develop facilities and infrastructure to create public satisfaction .

Environmental comfort significant can influential on satisfaction, based on a significance value of 0.000 < 0.05 it is concluded that H0 is rejected, meaning that there is a significant influence of environmental comfort variables on satisfaction. this study produce that existing environment Already can give comfort . It means viewed environment Already Enough neat and clean. However For Keep going create necessary public satisfaction done consistency in arrangement neat and clean environment. this naturally can make comfort for society .

creation satisfaction The public is strongly influenced by accountability service . Every services provided _ will become evaluation Good bad service by the community / respondents . So that need planning consistent development to services provided Based on independent variable can seen that accountability service to the dependent variable Already Enough ok . Public satisfaction gets made evaluation rating given to the public. because that , every services provided must refers to the guidelines and procedures that have been set in an Institution.

CONCLUSION

The resulting conclusions from study This is as following :

1. Procedure partially has a positive and significant influence on satisfaction
2. Information partially has a positive and significant influence on satisfaction
3. Time partially has a positive and significant influence on satisfaction
4. Facilities and infrastructure partially have a positive and significant impact on satisfaction
5. Comfort the environment partially has a positive and also significant influence on satisfaction

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