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## VALUE ANALYSIS SERVICES THROUGH PUBLIC RELATIONS IN MARKETING, INTEGRATED MARKETING COMMUNICATIONS, AND IMAGE PERSONAL SATISFACTION TO IMPROVE THE COMMUNITY

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**Abstract:** The problem in this study is an indication of public dissatisfaction at the performance of West Java Provincial Parliament, it is seen from the aspiration slow implementation of the legislative function is less precise, long aspiration process, and less emotionally satisfying society. The purpose of this study was to investigate and analyze: The influence of public relations in marketing, integrated marketing communications, and personal image together against the value of service. The influence of public relations in the marketing, integrated marketing communication, personal image, and the value of service together to the satisfaction of the people. The method used is the method descriptive survey and explanatory survey method. The type of investigation used is causality, ie the type of research that suggested a causal relationship between the independent variable, in this case, the public relations in the marketing, integrated marketing communications, and image personal to the dependent variable, the value of community service and satisfaction. The unit of analysis of this research is the organization which meant Governmental Organization (NGO). While the unit of observation is the chairman/member of the NGO in West Java as many as 285 people. Managerial implications of this research is public relations in the marketing of which is reflected by the "solidify aspirations of the people" (X4), integrated marketing communication that is reflected by the "donation for the community" (X12), and the image of the person being reflected by the "power of orientation of the party" (X15 ) is proven to increase the value of the service which is reflected

	<p>by the "valuable information" (Y3) with a contribution of 55%. Public relations in the marketing of which is reflected by the "solidify aspirations of the people" (X4), integrated marketing communication that is reflected by the "donation for the community" (X12), personal image that is reflected by the "power of party orientation" (X15).</p> <p><b>Keywords:</b> Value Services, Public Relations in Marketing, Integrated Marketing Communications, Personal Image, Public Satisfaction</p>
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## INTRODUCTION

One of the changes that are the result of the movement against the new order is a change to the system of local government, local government system after a new round of reforms has been more hopeful for the realization of justice and equity for the community. With the enactment of Law No. 22 and 25 of 1999 on Local Government and Financial Balance between Central and Regional that has been replaced by Law No. 32 and 33 in 2004.

Sofyan Arief (2012) states that Act has been delegated the power both politically and administratively to the region for the implementation of the authority in accordance with the initiatives and community initiatives in areas other than 6 (six) authority is the authority of the central government, among others, foreign policy, monetary and national fiscal, religion, defense, security, and judicial. Delegation of authority that it was called the "autonomy". Devolution was automatically also moved the political focus to the area as the center of power is not only monopolized by the central government as in the era of centralization yet been distributed to the regions.

Delegation of authority was accompanied by granting greater powers to the House of Representatives / DPRD in performing the function *Legislation, Budgeting*, and *Controlling*. Because it is expected by the "Autonomous Region" Regional Representatives Council / Parliament can increase the role of local rule-making by the legal needs of the community in the area.

However, the process *transition* behavior toward authority that is transparent, participatory and accountable in the exercise of power requires instrument and the most appropriate instrument to realize that change is the law of Roscoe Pound as the opinion of the Law is a tool of Social engineering. If we put the law as an instrument of social engineering then inevitably will fine-tune the legislation in a very important position in organizing power and society. In this case, the role of the written law or regulation at the local level is very important. The use of written law as a tool of social engineering seems to have become the hallmark of a modern constitutional state, as the opinion of sociologist Marc Galentar law regarding characteristics of modern law (Garner, 2004), namely:

- a. Modern law consists of rules are applied in a way that does not vary everywhere. Applicability rules are territorial and do not 'private'.
- b. Legislation transactional modern. The rights and obligations are given value according to the results of the transaction (in the form of contracts, losses, etc.) between the parties one by the other party.
- c. Methods-modern legal norms are universality;
- d. These systems are hierarchical;
- e. These systems are regulated bureaucratic;
- f. This system is rational;

- g. The system is run by the jurist;
- h. This system is more technical and complex. Growth of specialized professional intermediaries to contact the court with people who have to deal with it. Attorney's general intermediary;
- i. This system can be changed;
- j. This system was political;
- k. The task of making laws and apply them in circumstances of a technical nature and distinguished officials from other government functions. There is a separation between the legislative, executive and judicial clearly.

Transition at the local level should have been initiated by the Regional Representatives Council (DPRD) through the preparation of regional regulation are oriented primarily to make changes to the system of local governance that is transparent, accountable and participatory and to protect potential and wisdom of local (Local Wisdom) present their respective regions.

Regional Representatives Council (DPRD) under Law No. 22 of 2003 concerning the composition and the MPR / DPR / D / DPD and Law 32 of 2004 on Regional Government has the power to make the Regional Regulation (Perda) to the House of Representatives (DPRD) as stated in the third chapter of Article 77 of the function of Parliament is "the Provincial Parliament has a function:

- a. legislation;
- b. budget; and
- c. supervision.

While article 78 regulates the duties and authority of parliaments, "Provincial Parliament has the duty and authority to:

- a. Forming local regulations are discussed with the provincial government for approval together;
- b. Establish a provincial budget together with the provincial government;
- c. Carry out supervision on the implementation of regional legislation and other regulations, the Governor's decision,
- d. Budget, local government policy in implementing the program
- e. regional development, and international cooperation in the area.
- f. Propose the appointment and dismissal of the Governor / Deputy Governor to the Minister of the Interior;
- g. Give opinion and consideration to the provincial government to international agreements concerning the interests of the region, and;
- h. Ask the governor to account for information report in the implementation of decentralized tasks.

The provision is also regulated in Law No. 32 of 2004 on Regional Government in Article 41 "Parliament has a legislative function, budgeting, and supervision". And Article 42 which reads Parliament has the duty and authority to:

- a. Forming local regulations are discussed with the governor for approval together;
- b. Establish a provincial budget together with the governor;
- c. Carry out supervision of the implementation of local regulations and other legislation, the governor's decision, the policy of local governments to implement local development programs and international cooperation in the area.
- d. Propose appointment and dismissal of the regent/vice regent or mayor/deputy mayor to the Minister of the Interior through the governor;
- e. Give opinion and consideration to the local government district/city to international agreements concerning the interests of the region; and ask the governor to account for information reports in the implementation of decentralized tasks.

However, legislation in the area of power shift from the executive to the legislative productivity has not been accompanied by an increase in the Council Regulation product region derived from the initiative of Parliament, that is what has been happening in the West Java Provincial Parliament. The draft Regulation West Java Provincial still more came from the executive from the legislature, then where is the urgency of such a shift if the shift was not accompanied by an increase in both the quality and quantity of local regulations on the initiative of Parliament.

Based on the function of Parliament itself, namely the legislative, budgetary, and oversight in West Java province, **should** increased community satisfaction, because the administration can provide a good service to the community and supervised by Parliament and Council can formulate legislation to support public services. But in fact, the satisfaction of the people in Parliament is decreasing. Performance is deemed respondents Parliament has to function well with the said agreed by 35.20 percent, 27.20 percent do not agree, do not know 37.60 percent. 37.60 percent and the number who do not know indicates that there are people still do not know the duties and functions of Parliament.

While respondents agreed that the quality of Parliament adequately only 33.60%, did not agree and do not know 36.80 29.60 also shows that people are less concerned about the quality of its legislative resources. It also shows a trend towards the less satisfied community in Parliament.

The next statement, related moral credibility of Parliament. 26.40 percent of respondents agree, disagree 37.28 percent and 36.32 percent did not know, so this shows that the morality of legislators is very doubtful by the respondent. It is also a testament to the tendency of dissatisfied people in the West Java Provincial Parliament.

Meanwhile, related to the commitment of Parliament in their aspirations, respondents who had agreed only 31.36 percent, 32.64 percent disagreed and 36 percent did not know. This means that Parliament considered less aspirational by respondents.

Including the assessment of the seriousness is not in the parliament supported the elimination of corruption, which was agreed by 24.80 percent, 39.84 percent disagree and do not know 35.36 percent, thus showing that the Parliament given the respondents is not serious in pushing eradication CCN.

The survey, conducted by the random sampling method and the interview results from 625 respondents with data collection and questionnaires in each village. As for the age of the respondents between the ages of 17 -70 years old with a variety of social and religious status.

Based on the tables above, shows that people tend to be less satisfied with the legislators, especially in the performance of Parliament in the (legislation, budgets, and controls), quality of Parliament, Parliament's commitment to the aspirations of the community, as well as the seriousness of parliaments in eradicating corruption.

Haksever, Render, Russel, and Murdick, (2000: 131-132) and Raval (1996; 19-30), stating that the organization engaged in the service (service) using the marketing mix strategy services to assist them in achieving the value of services / consumer high according to the consumer (customer value), which ultimately determines the performance marketing. Based on the above statement, the low satisfaction of the people thought to be caused by the value of service of local legislators in carrying out its functions. It can be seen from the survey results Indonesian Survey Institute (LSI) in 2012.

A survey conducted by the Indonesian Survey Institute (2012) concerning the representation of the aspirations, indicating there is a considerable gap between the aspirations of the voters with the attitudes and actions of political parties. A total of 65% of the public stated that the political parties do not represent their aspirations for a variety of public issues: the social class position of the party, the issue of ideology and legal system, and economic issues. Only about 35% of voters perceived aspirations represented by the attitude and behavior of seven major political parties.

In roughly the same proportions, voters feel that political parties far more perform actions that only benefit certain groups, and only benefit the party leaders, not voters in general. Because of this low-level representation, as perceived by voters, only a few of the voters who feel they have psycho-political ties with political parties. Only about 23% of voters who identify themselves with a particular political party. The implications of all of that are changing the map of public support to political parties. Where the public support to almost all of the seven major parties has decreased, except PDIP rose. However, the general level of public support to political parties decreased.

Lovelock & Wright (2002: 69), states that the service elements that can be responded to by the customer in the delivery of services are the marketing mix, product, price/cost, place, promotion/communication, physical support, process, and contract personnel.

In conjunction with the marketing of services, the Personal Image *people* which serves as a service provider greatly affect the quality of services provided, the decision of the people associated with this means of selection (election of members of parliament by the people), training, motivation, and human resource management.

Based on the above, it is very important and interesting for a study of the ministry held parliament, in this case, the public relations in the marketing, integrated marketing communications, and personal image to increase the value of service and to build people's satisfaction on legislators.

## LITERATURE REVIEW

It is a public relations activities designed to support the goals of service to the community. The dimensions of public relations in marketing are communication with the public, real activity in the community, Influencing society, Confirming the aspirations of the community, Build relationships with people, Maintaining relations with the community, and taking into account the conditions of the community.

value is enabled, which means that people can do something with the Parliament services. For example, legislation that supports the community. value relationship, ie the value created Parliament by way of a good relationship with the community, the value of community is the value created through community established by Parliament, the value of the experience is the value created through an interesting experience so that the experience is not forgotten in the period the long one.

Public relations in marketing, supported by communication and activities, influence and establish, build and maintain relationships with the community to increase the value for the public service of members of parliament. So based on the above description can be presumed that the public relations in the marketing effect on the value.

Integrated marketing communications in this study are a personal communication afforded by a particular party in conducting elections to continue as deputy members of the party have been sitting in Parliament as lawmakers about the advantages of the party and the party's legislators in bringing the aspirations of the people. The indicator of integrated marketing communications is a medium, massage, mission, \ personal promotion, sales promotion (donations to the public).

Integrated marketing communications right, and in accordance with the reality that is accepted by society, then the value of the service members of the legislature will increase in the hearts of the people, because the media used is easily accessible by the public, the message delivered informative for the community, the mission is communicated lead to good relations between the legislative with the community. So it can be expected that integrated marketing communications affect the value of service.

Image Personal is defined as a picture or view and the impression created in the mind of many people completely and thoroughly about the existence of the institution legislation, to provide information that is meaningful regarding the institutions and the real effect on people's



willingness to vote for parties and candidates for the DPRD. The dimensions are the focus of the bearer party, The effectiveness of the handling of aspiration, the Strength orientation of the party, the party Experience, Strength party's tradition, and the prestige Achievement party.

, When people leave a good impression on members of Parliament, that the party that carried him trustworthy, folksier in addressing the aspirations of the people (not the song select), orientation of the party supporting him in accordance with the interests of the community, the experience of the bearer party associated both with the community, the strength of the tradition of the party that upholds honesty, prestige achievement bearer party good, then the value will increase service legislators. Because it can be presumed that Personal Image effect on the value of service.

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Based on the above statement, it is clear that the allegedly jointly in marketing public relations, integrated marketing communications, Personal Imagery and affect the value of service.

Public relations in marketing, supported by communication and activities, influence and establish, build and maintain relationships with the community to improve the satisfaction of the people, where the people's satisfaction is an evaluation process to convey the aspirations of return or the decision to perform aspiration on legislators experienced up this time, not only on a certain aspiration which is supported by the aspiration of people's satisfaction, community satisfaction at the implementation of the legislative function, satisfaction of the people in a rational and emotional satisfaction of the people, which will then be used in this study.

Based on the above, it can be presumed that the public relations in the marketing effect on people's satisfaction.

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The value of service to the community is a value that is acceptable to society of the ratio between issued society with the benefits provided by the institution in this case is that the government and parliament, which consists of the value of the ease and access of ease for the public either through NGOs or directly to express their aspirations them., value-based option, which was created through the opportunity given to the public to select the various options available from the service of members of parliament, the value of information is characterized by ease public to obtain information about the services offered Parliament, the value of the association is the value obtained by the public through feeling or a positive impression of the service due to having gained the satisfaction of the service. enabling value, which means that the public can do something with the Parliament services. For example, legislation that supports the community. value relationship, ie the value created Parliament by way of a good relationship with the community, the value of community is the value created through community established by Parliament, the value of the experience is the value created through an interesting experience so that the experience is not forgotten in the period the long one.

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## RESEARCH METHODS

Upon consideration of the purpose of the study, this research is descriptive and verification. Descriptive research is research that aims to obtain a description of the characteristics of variables. The nature of verification research wanted to test the truth of a hypothesis that is carried out through data collection in the field. Which in this study to test whether public relations in marketing, integrated marketing communications, and personal image of an effect on the value of community service and satisfaction. Given the nature of this research is descriptive and verification conducted through data collection in the field, the research method used is the method descriptive survey and explanatory survey method. The type of investigation used is causality, namely the type of research that suggested a causal relationship between the independent variable, in this case, the public relations in the marketing, integrated marketing communications, and image personal dependent variable, the value of community service and satisfaction. The unit of analysis of this research is the organization which meant Governmental Organization (NGO). While the unit of observation is the chairman/member of the NGO in West Java since NGOs also write your full attention on Parliament's performance in delivering the aspirations of the people. Governmental Organization (NGO). While the unit of observation is the chairman/member of the NGO in West Java since NGOs also write your full attention on Parliament's performance in delivering the aspirations of the people. Governmental Organization (NGO). While the unit of observation is the chairman/member of the NGO in West Java since NGOs also write your full attention on Parliament's performance in delivering the aspirations of the people.

Judging from the time horizon of his, this study is cross-sectional, ie information from the majority of the population (the sample of respondents) were collected directly at the scene empirically, in order to know the opinion of the majority population of the object being studied, as proposed by (Sekaran 2003; 161). The study was conducted in August 2018 untill, 2019.

Population Governmental Organization is as much as 984 NGOs / CBOs which is a sampling frame, the unit of observation is the member/chairman of the NGO / CBOs (name NGOs / CBOs attached).

The sampling used was simple random sampling, so that the characteristics of the sample can represent the characteristics of the population. In this study, the sample size (sample size) adapted to the analysis used, given the data analysis using structural equation modeling (SEM), the sample size for this purpose at least 4-10 times the number of observation variables (observable variables) - (Bachrudin & tubing, 2002: 34).



From the results of operations of the variable that refers to the theories presented by experts, it is known that the indicators of variables public relations in the marketing, communications integrated marketing, image personal service, value of service, and satisfaction of the people, as many as 31 indicators (see table operationalization of variables).

Based on the purpose of this study is to measure the influence of independent variables (public relations in marketing, integrated marketing communications, and the image of personnel) to the dependent variable (satisfaction community), involving an intervening variable (value of the service), then the approach to modeling and solution techniques are used as analysis tools (tools of analysis) in this dissertation is to use the Structural Equation Model (SEM). The reasons for selecting this method is its ability to measure the construct indirectly, ie through the indicators and simultaneously analyze the indicator variables and latent variables.

## FINDINGS AND DISCUSSION

Research hypothesis testing will be conducted on each of these hypotheses sequentially starting from the first hypothesis (H1) on the influence of public relations in the marketing (MH) to the value of the service (NP); The second hypothesis (H2), the effect of integrated marketing communications (KP) to the value of the service (NP); The third hypothesis (H3), the influence of personal image (CM) to the value of the service (NP); The fourth hypothesis (H4), about the influence of marketing public relations (PR), an integrated marketing communications (KP), and personal image (CM) jointly against the value of the service (NP); The fifth hypothesis (H5), the influence of public relations in the marketing (MH) to the satisfaction of the people (KM); The sixth hypothesis (H6), the effect of integrated marketing communications (KP) to the satisfaction of the people (KM); seventh hypothesis (H7), the influence of personal image (CM) to the satisfaction of the people (KM); eighth hypothesis (H8), the influence of the value of service (NP) to the satisfaction of the people (KM); Hypothesis ninth (H9), the influence of marketing public relations (PR), an integrated marketing communications (KP), personal image (CM), and the value of service together to the satisfaction of the people (KM).

Based on Table 1 below, The above calculations will then be presented test parameter  $\lambda$  (loading factor) measurements on the model of exogenous and endogenous. This test is intended to determine whether or not a strong indicator of their respective latent variables (constructs). Testing parameter  $\lambda$  is the standardized regression coefficients (standardized regression weight) of the exogenous and endogenous variables as shown in Table 1 below.

**Table 1. Compliance Test Measurement Model**

Measurement Model		The coefficient weighting factor	Standar d Error (SE)	T value	Test results (t> 2)	R2
Construct	Var. Manifest					
Marketing public relations (PR)	X1	0.71	0044	16:17	Significant	0:50
	X2	0.61	0047	13:00	Significant	0:37
	X3	0:53	0045	11.62	Significant	0:28
	<b>X4</b>	<b>0.81</b>	<b>0040</b>	<b>20:34</b>	<b>Significant</b>	<b>0.66</b>
	X5	0.79	0041	19:52	Significant	0.62
	X6	0.76	0042	18:14	Significant	0:58
	X7	0.79	0039	20:10	Significant	0.62
Integrated marketing communic	X8	0.74	0041	17.82	Significant	0:55
	X9	0.72	0041	17:40	Significant	0:52
	X10	0.63	0044	14:36	Significant	0:40

ations (KP)	X11	0.68	0044	15:58	Significant	0:46
	<b>X12</b>	<b>0.77</b>	<b>0041</b>	<b>18.62</b>	<b>Significant</b>	<b>0:59</b>
Personal image (CM)	X13	0.67	0046	14:59	Significant	0:45
	X14	0:51	0050	10:23	Significant	0:26
	<b>X15</b>	<b>0.74</b>	<b>0042</b>	<b>17.63</b>	<b>Significant</b>	<b>0:55</b>
	X16	0:48	0050	9:50	Significant	0:23
	X17	0:44	0051	8:55	Significant	0:19
	X18	0:49	0050	3:72	Significant	0:24
	x19	0.62	0047	13:14	Significant	0:38
Value of the service (NP)	Y1	0:55	0052	10.61	Significant	0:30
	Y2	0:54	0052	10:37	Significant	0:29
	<b>Y3</b>	<b>0.68</b>	<b>0048</b>	<b>14:22</b>	<b>Significant</b>	<b>0:46</b>
	Y4	0:58	0051	11:47	Significant	0:34
	Y5	0:50	0049	10:22	Significant	0:25
	Y6	0:53	0048	11:12	Significant	0:28
	Y7	0:43	0053	8:17	Significant	0:18
	Y8	0:53	0048	11:17	Significant	0:28
The satisfactio n of the people (KM)	Y9	0.70	0043	16:24	Significant	0:49
	Y10	0.73	0043	17:01	Significant	0:53
	Y11	0.75	0042	18:07	Significant	0:56
	Y12	0.77	0042	18:58	Significant	0:59

Source: Results of processing LISREL 8:30

Based on Table 1 above, it appears that all the  $t$  values of indicators forming the latent variable are greater than 2 ( $t > 2$ ). According to Hair et al. (2003) when the value of  $t > 1.98$  ( $t > 2$ ), it can be said all indicators forming latent variables (exogenous and endogenous) is significant, in other words, it can be said that indicator indicators of meaningful and significant in shaping latent variables. So all the indicators in this study can be analyzed further because it can form the latent variables.

Based on table 1 above, The above calculations will then be proposed testing parameters  $\gamma$  and  $\beta$  (loading factor) structural model of exogenous and endogenous. This test is intended to determine the causal relationship or influence the latent variables to other latent variables, a strong indicator of whether or not each of the latent variables (constructs). Testing parameters  $\gamma$  and  $\beta$  are standardized regression coefficients (standardized regression weight) to exogenous or endogenous.

### **The influence of public relations in marketing, integrated marketing communication, personal image, and the value of service to community satisfaction**

In this section will be testing the hypothesis about the influence of exogenous variables in the marketing public relations ( $\xi_1$ ), an integrated marketing communications exogenous variables ( $\xi_2$ ), and the personal image of the exogenous variables on endogenous variables satisfaction of the people ( $\eta_2$ ) through endogenous variable value services ( $\eta_1$ ) either partially or together. Results obtained by using lisrel program for structural equation model, consistent with the hypothesis put forward is:

$$KM = NP + 0.26 \text{ } 0.30 * * * KP \text{ } MH + 0.15 + 0.55 * CM, \text{Errorvar.} = 0.35, R^2 = 0.65$$

Based on structural equation 2 above shows the influence of the value of service to community satisfaction is 0.30, then the influence of public relations in the marketing variables to the satisfaction of the people is 0.26, the effect of integrated marketing communications to the satisfaction of the people is at 0, 15, and the influence of personal image to the satisfaction of the people is at 0.55.

Furthermore, the great contribution of the variables in marketing public relations, integrated marketing communication, personal image, the value of services together on community satisfaction is at 65%, the remaining 35% is influenced by other factors. Thus the people's satisfaction positively influenced by public relations in marketing, integrated marketing communication, personal image, and the value of service.

Public relations in marketing, supported by communication and activities, influence and establish, build and maintain relationships with the community to improve the satisfaction of the people, where the people's satisfaction is an evaluation process to convey the aspirations of return or the decision to perform aspiration on legislators experienced up this time, not only on a certain aspiration which is supported by the aspiration of people's satisfaction, community satisfaction at the implementation of the legislative function, satisfaction of the people in the process of aspiration, and the satisfaction of the people emotionally, which will then be used in this study. Based on the above, it can be said that public relations in the marketing effect on people's satisfaction.

Integrated marketing communications right, and in accordance with the reality that is accepted by society, then the value of the service members of the legislature will increase in the hearts of the people, because the media used is easily accessible by the public, the message delivered informative for the community, the mission is communicated lead to good relations between the legislative with the community. So it can be said that integrated marketing

communications affect the satisfaction of the people, in which the satisfaction of the people supported by the satisfaction of the people on aspiration, satisfaction of the people in the implementation of the legislative function, satisfaction of the people in the process of aspiration and emotional satisfaction of the people. Because it can be said that integrated marketing communications affect the satisfaction of the people.

When people leave a good impression on members of Parliament, that the party that carried him trustworthy, folksier in addressing the aspirations of the people (not the song select), orientation of the party supporting him in accordance with the interests of the community, the experience of the bearer party associated both with the community, the strength of the tradition of the party that upholds honesty, achievement of good prestige bearer party, the people's satisfaction will increase. Because it can be said that the image of the personal effect on people's satisfaction.

The value of service to the community is a value that is acceptable to society of the ratio between issued society with the benefits provided by the institution in this case is that the government and parliament, which consists of the value of the ease and access of ease for the public either through NGOs or directly to express their aspirations them., value-based option, which was created through the opportunity given to the public to select the various options available from the service of members of parliament, the value of information is characterized by ease public to obtain information about the services offered Parliament, the value of the association is the value obtained by the public through feeling or a positive impression of the service due to having gained the satisfaction of the service. enabling value, which means that the public can do something with the Parliament services. For example, legislation that supports the community. value relationship, ie the value created Parliament by way of a good relationship with the community, the value of community is the value created through community established by Parliament, the value of the experience is the value created through an interesting experience so that the experience is not forgotten in the period the long one. Based on the above, it can be said that the value of service affects the satisfaction of the people. The satisfaction of the people supported by the satisfaction of the people on aspiration, the satisfaction of the people in the implementation of the legislative function, satisfaction of the people in the process of aspiration and emotional satisfaction of the people.

Therefore from the above description, it can be said that community relations in marketing, integrated marketing communication, personal image, and the value of service proven effect on people's satisfaction.

Based on the above results, the findings of this study is the satisfaction of the people in the Parliament of West Java Province will increase mainly people's satisfaction emotionally (Y12) if DPRD of West Java province is able to improve the image of the personal members, especially in the aspect of the strength of the orientation of the bearer party in defending the community (X15) and has a value of service especially high in the level of ease of public access to the information (Y3), where the value of the service will be higher if the company is able to build public relations in the marketing, especially the level of seriousness in establishing the aspirations of the people (X4) and integrated marketing communications, especially inaccuracy in the distribution of donations/support (X12).

## CONCLUSION AND SUGESTION

1. Public relations in the marketing of which is reflected by the "solidify aspirations of the people" (X4), integrated marketing communication that is reflected by the "donation for the community" (X12), and the image of the personal being reflected by the "power of orientation of the party" (X15) is proven to increase the value of service which is reflected

by the "value information" (Y3) with a contribution of 55%.

2. Public relations in the marketing of which is reflected by the "solidify aspirations of the people" (X4), integrated marketing communications that by "donations for the people" (X12), the image of personal being reflected by the "power of orientation of the party" (X15), and value-added services reflected by "value information" (Y3) shown to increase the satisfaction of the people as reflected by the "emotional satisfaction" (Y12) with a contribution of 65%. is the most dominant Enhancing community satisfaction.

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