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The Effect of Service Quality and Trust On Community Satisfaction In Commitment Mediation In Serang Baru District, Bekasi Regency

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Abstract: The big challenge faced by local governments in this era of globalization is how to display professional apparatus, the ability to hold bureaucratic ethics in the task of fulfilling the aspirations of the community. This study aims to determine the influence of service quality and trust on community satisfaction in commitment mediation in Serang Baru District, Bekasi Regency. The method used in this study is a quantitative method with the distribution of questionnaires and the results are processed using SmartPLS 3.0. The results of this study concluded that service quality does not have a significant influence on community satisfaction either directly or through commitment, while trust has a positive and significant influence on community satisfaction both directly and through commitment. Emphasizing the importance of increasing public trust in public services to increase public satisfaction.

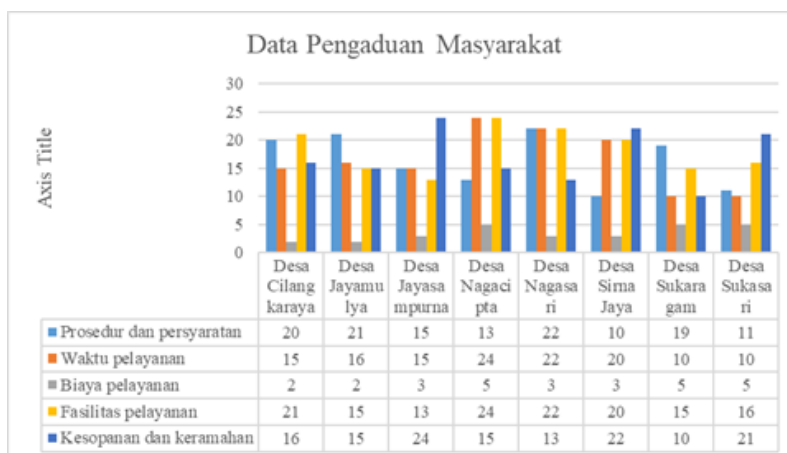
Keyword: Service Quality, Trust, Community Satisfaction, Commitment.

INTRODUCTION

Quality and quality service is one of the keys to satisfying the service community (Lupiyoadi, 2008). The village government of Serang Baru District, Bekasi Regency is one of the agencies that provides services to people who need administrative equipment, papers and so on. In reality, not all village employees are able to provide good service to the community. Of course, it will affect community satisfaction with the services provided by the village government.

Based on complaint data obtained for 3 months (January-March 2024), it can be concluded that the types of complaints in villages in Serang Baru District, Bekasi Regency have a total of 131 complaints related to procedures and requirements, 132 related to service hours, 28 complaints related to service costs, 146 complaints related to service facilities and 136 complaints related to politeness and hospitality. This means that based on the complaints for 3 months which are quite high, it can be concluded that there is an issue of lack of community satisfaction and lack of service quality in villages in Serang Baru District, Bekasi

Regency. Service quality is a consumer's evaluative perception of the service received at a certain time, service quality is determined, based on the level of importance in the dimensions of service (Parasurman in Sinollah & Masruro, 2019).



Source : Serang Baru District Government, Bekasi Regency (data processed, 2024)

Figure 1. Conceptual Restructuring

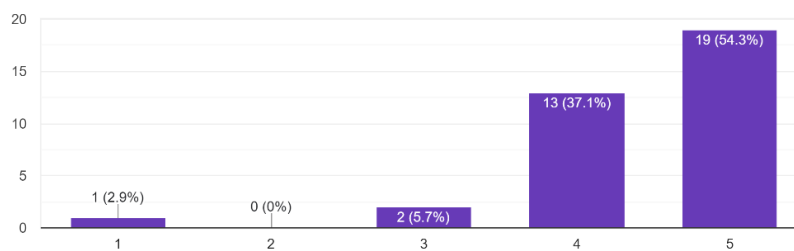
Another variable that affects public satisfaction is trust (Putra, 2021). Trust describes the components of internal placement or attitudes that are associated with community satisfaction. Trust is a condition when one of the parties involved in the exchange process is confident in the reliability and integrity of the other party. Trust is the main source of strength for every organization with its various activities, in other words, the village government can develop and progress because of the trust of the people who trust them. According to Mayer et al. (1995) in (Putra, 2021) Trust is an assumption of value from consumers over a consumer's feeling towards a certain attribute obtained from the use of previous benefits.

The relationship between commitment and community satisfaction was stated by Nielsen (2009) in (Sumual, 2021) That is, increasing commitment will affect the increase in customer satisfaction. According to Ellena (2011:24) in (Denus, 2022) Commitment is a relationship, where each party is willing to work together to maintain this relationship. Organizational commitment is the nature of the relationship between individuals and work organizations, where individuals have confidence in the values and goals of the work organization, a willingness to use their efforts seriously for the benefit of the work organization and have a strong desire to remain part of the work organization (Musfar, 2020).

Research conducted by (Sumual, 2021) said that service quality has a positive influence on satisfaction. This statement is in line with research (Raintung et al., 2021) who also said that satisfaction can be affected by the quality of good service, but this statement is not in line with the research conducted by (Putra, 2021) which states that there is a negative or insignificant influence between service quality and satisfaction. In line with research (Bagus et al., 2022) which states that the quality of service has a negative effect on satisfaction.

Research conducted by (Widayatsari, 2021) said that trust has a positive and significant influence on satisfaction. This statement is in line with research (Maklassa & Nurbaya, 2023) who also said that satisfaction can be influenced by trust. This statement is not in line with the research conducted by (Eldawati et al., 2022) which states that there is a negative or insignificant influence between trust and satisfaction. In line with research (Mawey et al., 2018) which states that trust has a negative effect on satisfaction. It is proven in a short survey of 35 people in Serang Baru District presented in Figure 2 and Figure 3.

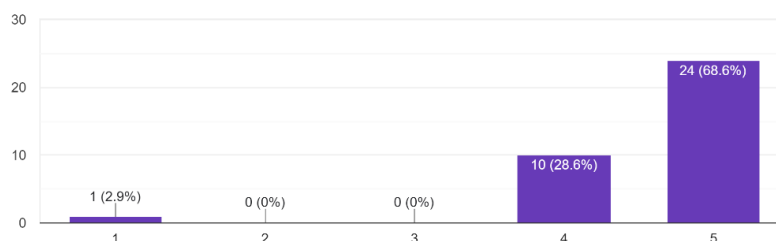
Saya Merasa Dalam pelayanan di Kecamatan Serang Baru Kabupaten Bekasi masyarakat sering dipersulit
35 responses



Source : researcher data, 2024

Figure 2. Results of the Community Satisfaction Survey of Serang Baru District, Bekasi Regency, 2024

Saya merasa pemerintah desa Kecamatan Serang Baru Kabupaten Bekasi kurang terbuka ketika memberikan informasi pada masyarakat
35 responses



Source : researcher data, 2024

Figure 3. Results of the Community Satisfaction Survey of Serang Baru District, Bekasi Regency, 2024

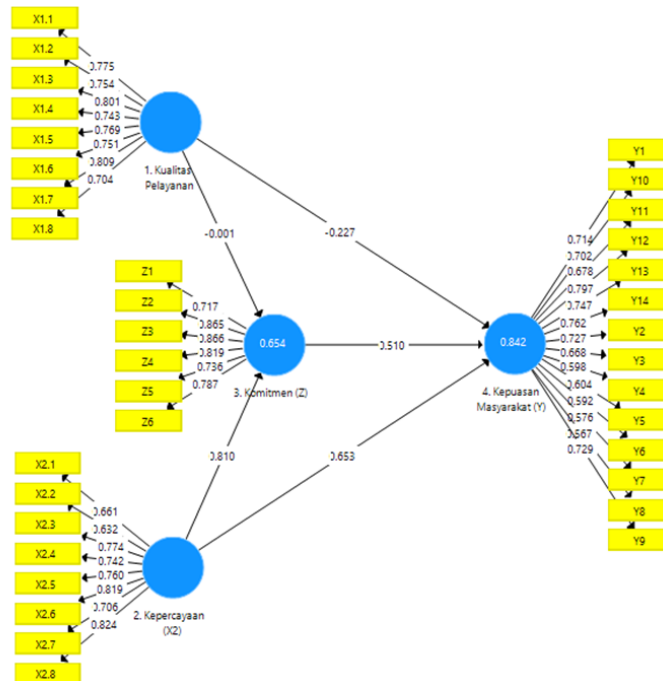
Based on the survey above, it can be seen in Figure 1.1 that 54.3% voted strongly agree that community services are often difficult, 28.6% said they agreed and 2.9% said they strongly disagreed. Based on Figure 1.2 68.6% strongly agree with the statement, 28.6% agree and 2.9% strongly disagree with the statement. It is concluded that with many who agree with the above statement, it means that there is low community satisfaction with village government services. Based on the phenomenon that has been revealed previously, the author is interested in conducting research using the commitment variable as a mediator with the aim of whether the addition of this variable will further strengthen or weaken the influence of each variable. The purpose of this study is to examine the Influence of Service Quality and Trust on Community Satisfaction in Commitment Mediation in Serang Baru District, Bekasi Regency.

METHOD

This research was held in Serang District, Bekasi Regency. The type of research conducted by the author is a type of research with a quantitative approach by distributing questionnaires and processed using the SmartPLS 3.0 application whose conclusion focuses on hypothesis submission, where to test the hypothesis variables are used with measurable data and will produce conclusions that can be generalized. The population in this study is the entire community in Serang Baru District, Bekasi Regency which amounted to 179,584 people (www.bekasikab.go.id). The number of samples to be used in the study used the Slovin formula with a tolerance of 10% and was produced as many as 100 samples. Sampling was carried out by the sampling technique used in this study is incidental sampling (Non-probability sampling).

RESULTS AND DISCUSSION

The analysis method used in this study is the Partial Least Square (PLS) method using the SmartPLS 3.0 program. The Path Outer Model design functions to connect independent, mediated, and dependent variables. The design of the Path Outer Model in this study can be illustrated in the following figure:



Source: Smart PLS 3.0 data processed, 2024

Figure 4. Outer Model

Convergence Validity Test

A research indicator will be considered valid if it has an outer loading value above 0.7 in each instrument. However, an outer loading value of 0.5 is still considered sufficient (Hasrizal & Games, 2023). If the outer loading value is <0.5 , then the question item must be eliminated. However, there are also those who use the guideline <0.6 , so the statement item must be eliminated.

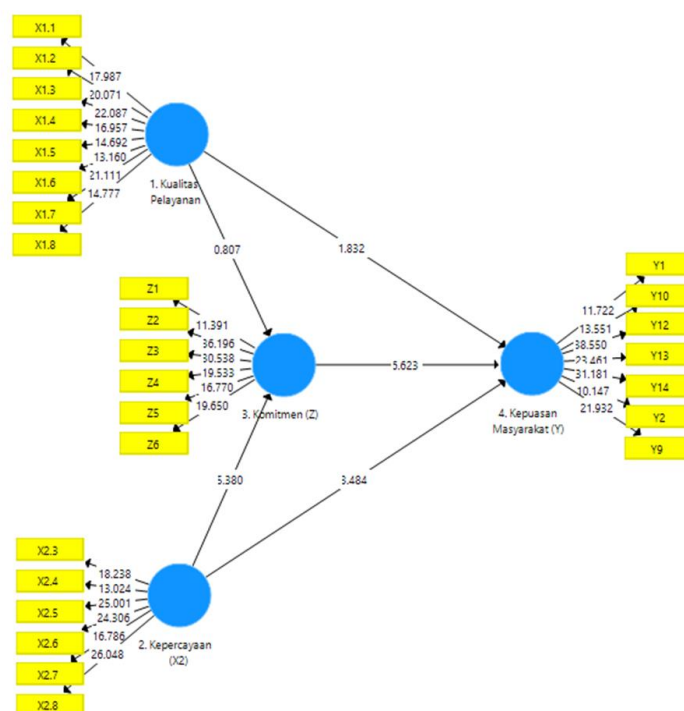
Table 1. Outer Loading

Variable	Indicator	Outer Loading	Description
QUALITY SERVICE (X1)	X1.1	0,775	VALID
	X1.2	0,754	VALID
	X1.3	0,801	VALID
	X1.4	0,743	VALID
	X1.5	0,769	VALID
	X1.6	0,751	VALID
	X1.7	0,809	VALID
	X1.8	0,704	VALID
TRUST (X2)	X2.1	0,661	VALID
	X2.2	0,632	VALID
	X2.3	0,774	VALID
	X2.4	0,742	VALID
	X2.5	0,76	VALID
	X2.6	0,819	VALID
	X2.7	0,706	VALID
	X2.8	0,824	VALID

COMMITMENT (Z)	Z1.1	0,717	VALID
	Z1.2	0,865	VALID
	Z1.3	0,866	VALID
	Z1.4	0,819	VALID
	Z1.5	0,736	VALID
	Z1.6	0,787	VALID
COMMUNITY SATISFACTION (Y)	Y1	0,714	VALID
	Y10	0,702	VALID
	Y11	0,678	VALID
	Y12	0,797	VALID
	Y13	0,747	VALID
	Y14	0,762	VALID
	Y2	0,727	VALID
	Y3	0,668	VALID
	Y4	0,598	VALID
	Y5	0,604	VALID
	Y6	0,592	VALID
	Y7	0,576	VALID
	Y8	0,567	VALID
	Y9	0,729	VALID

Source: Smart PLS 3.0 data processed, 2024

Based on the data in table 1 above, it can be seen that all indicators already have a value of > 0.6 , so they are considered feasible or valid so that they can be continued to the next test. The following is the image of the outer loading of the research after elimination:



Source: Smart PLS 3.0 data processed, 2024

Figure 5. Bootstrapping

Discrimination Validity Test

The Discriminant Validity value is a cross loading value that serves to determine whether a construct has adequate discriminant. Discriminant Validity can be seen in the square of Average Variance Extracted (AVE) value. Discriminant Validity or correlation

value is said to be achievable or valid if the AVE value > 0.5 and the correlation value is declared invalid if the AVE value < 0.5 Ghazali, 2015 in (Hasrizal & Games, 2023).

Table 2. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Quality of Service (X1)	0,583
Trust (X2)	0,551
Commitment (Z)	0,641
Community satisfaction (Y)	0,562

Source: Smart PLS 3.0 data processed, 2024

Cronbach Alpha Reliability Test

The reliability test is assessed through 2 (two) methods, namely Cronbach's Alpha and Composite Reliability. A variable can be said to have good reliability if the value of Cronbach's Alpha > 0.6 . Ghazali, 2015 in (Hasrizal & Games, 2023).

Table 3. Cronbach's Alpha

Variable	Cronbach's Alpha	Keterangan
Quality of Service (X1)	0,898	Reliabel
Trust (X2)	0,883	Reliabel
Commitment (Z)	0,887	Reliabel
Community satisfaction (Y)	0,909	Reliabel

Source: Smart PLS 3.0 data processed, 2024

Based on table 3 above, it can be concluded that the cronbach's alpha value of all constructs is > 0.6 which means that all constructs meet the criteria of cronbach's alpha and each construct in this study has a high reliability value.

Composite Reliability Test

The reliability test is assessed through 2 (two) methods, namely Cronbach's Alpha and Composite Reliability. A variable can be said to have good reliability if the Composite Reliability value has a value of > 0.7 Ghazali, 2015 in (Hasrizal & Games, 2023).

Table 4. Composite Reliability

Variable	Cronbach's Alpha	Keterangan
Quality of Service (X1)	0,918	Reliabel
Satisfaction(x2)	0,907	Reliabel
Commitment (Z)	0,914	Reliabel
Community satisfaction (Y)	0,922	Reliabel

Source: Smart PLS 3.0 data processed, 2024

Inner Model Analysis

After conducting validity tests and reliability tests, it can be continued by testing structural models or inner models. The analysis of the Inner Model can be assessed through the R-Square test. The following are the R-Square values of this research:

Table 5. R Square

Variable	R Square	R Square Adjusted
Commitment (Z)	0,654	0,647
Community satisfaction (Y)	0,842	0,837

Source: Smart PLS 3.0 data processed, 2024

Based on table 5 above, a commitment R-Square value of 0.654 can be explained that the influence of the variables of Service Quality (X1) and Trust (X2) on commitment (Z) gives a value of 0.654, with the interpretation that the commitment construction variable can

be explained by the variables of Service Quality (X1) and Trust (X2) with a percentage of 65.4% and the remaining 34.6% explained by other variables outside this study, while the R-Square of community satisfaction of 0.842 can be explained that the influence of the variables of service quality (X1) and trust (X2) on community satisfaction (Y) gives a value of 0.842, with the interpretation that the variables of community satisfaction construct can be explained by the variables of service quality (X1) and trust (X2) with a percentage of 97% and the remaining 15.8% explained by other variables outside this study.

Hypothesis Analysis

The hypothesis test in this study can be seen in the Path Coefficient table which serves to test whether a hypothesis can be accepted or rejected. The Path Coefficient criterion is 5%, $t = 1.96$. If the t-statistic value is greater (>1.96), then the hypothesis is significant or H_0 is rejected and H_a is accepted. The Path Coefficient table of this study is as follows:

Table 6. Path Coefficient

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Service Quality -> Commitment (Z)	0,121	0,123	0,149	0,807	0,420
Service Quality -> Community Satisfaction (Y)	-0,219	-0,214	0,120	1,832	0,068
Trust (X2) -> Commitment (Z)	0,700	0,701	0,130	5,380	0,000
Trust (X2) -> Community Satisfaction (Y)	0,473	0,460	0,136	3,484	0,001
Commitment (Z) -> Community Satisfaction (Y)	0,619	0,630	0,093	6,623	0,000

Source: Smart PLS 3.0 data processed, 2024

H1: The size of the parameter t-statistic coefficient for service quality -> Public satisfaction has a P Value of 0.068 and a t statistic of 1.832, indicating it is not significant (t table significance at 5% = 1.96), which means H_0 is accepted and H_a is rejected, implying that service quality does not affect public satisfaction.

H2: The size of the parameter t-statistic coefficient for trust -> Public satisfaction has a P Value of 0.001 and a t statistic of 3.484, indicating it is significant (t table significance at 5% = 1.96), which means H_0 is rejected and H_a is accepted, implying that trust has a significant positive effect on public satisfaction.

H3: The size of the parameter t-statistic coefficient for service quality -> Commitment has a P Value of 0.420 and a t statistic of 0.807, indicating it is not significant (t table significance at 5% = 1.96), which means H_0 is accepted and H_a is rejected, implying that service quality does not affect commitment.

H4: The size of the parameter t-statistic coefficient for trust -> Commitment has a P Value of 0.000 and a t statistic of 5.380, indicating it is significant (t table significance at 5% = 1.96), which means H_0 is rejected and H_a is accepted, implying that trust has a significant positive effect on commitment.

H5: The size of the parameter t-statistic coefficient for commitment -> Public satisfaction has a P Value of 0.000 and a t statistic of 6.623, indicating it is significant (t table significance at 5% = 1.96), which means H_0 is rejected and H_a is accepted, implying that commitment has a significant positive effect on public trust.

To test the hypothesis between the variables of service quality on public satisfaction mediated by commitment and the variable of trust on public satisfaction mediated by

commitment, a Bootstrapping test -> Special Indirect Effects was conducted with the following results:

Table 7. Path Coefficient

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Kualitas Pelayanan -> Komitmen (Z) -> Kepuasan Masyarakat (Y)	0,075	0,075	0,095	0,787	0,432
Kepercayaan (X2) -> Komitmen (Z) -> Kepuasan Masyarakat (Y)	0,433	0,444	0,113	3,815	0,000

Source: Smart PLS 3.0 data processed, 2024

H6: The magnitude of the t-statistical parameter coefficient for service quality -> commitment -> Community satisfaction has P Values 0.432 and t statistic 0.787, then it is declared insignificant (t significance table 5% = 1.96) or it can be stated that Ho is accepted and Ha is rejected, meaning that service quality has no effect on Community Satisfaction through commitment.

H7: The magnitude of the t-statistical parameter coefficient for trust -> commitment -> Community satisfaction has a P Values of 0.000 and a statistical t of 3.815, then it is declared significant (t of the significance table 5% = 1.96) or it can be stated that Ho is rejected and Ha is accepted, meaning that trust has a significant positive effect on Community Satisfaction through commitment.

CONCLUSION

Based on the results of the research on the effect of service quality and trust on community satisfaction mediated by commitment in Serang Baru District, Bekasi Regency, it is concluded that service quality does not have a significant influence on community satisfaction either directly or through commitment, while trust has a positive and significant influence on community satisfaction both directly and through commitment. This emphasizes the importance of increasing public trust in public services to increase community satisfaction.

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