

**The Impact of Policy Implementation and Service Quality on Community Satisfaction:
A Study of The Population and Civil Registration Office in Tulang Bawang Barat
Regency**

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ABSTRACT

This study investigates the impact of policy implementation and service quality on community satisfaction with the Population and Civil Registration Office in Tulang Bawang Barat Regency. Using an explanatory research design, the study employed a survey approach with 100 respondents who had recently interacted with the office. The findings reveal that policy implementation accounts for 10.5% of the variance in community satisfaction, indicating a modest yet important role in shaping public approval. In contrast, service quality has a more significant effect, explaining 18.1% of the variance and highlighting its crucial role in determining satisfaction levels. When combined, policy implementation and service quality explain 24.2% of the variance in community satisfaction, underscoring the necessity of addressing both factors to achieve comprehensive improvements. These results suggest that while effective policy implementation is necessary, enhancing service quality is more critical for improving community satisfaction. The study recommends a dual focus on refining policy execution and boosting service quality to better meet community expectations and enhance overall satisfaction.

Keywords: Policy Implementation, Service Quality, Community Satisfaction, Local Government, Public Service

Introduction

In the contemporary landscape characterized by reform and decentralization, local government officials are increasingly under pressure to enhance service delivery and streamline bureaucratic processes (Hidayati, 2022; Kurnia et al., 2022; Marsuq, 2017). This shift is aligned with the principles outlined in TAP MPR No. XI/MPR/1998 and Law No. 30 of 2014, which underscore the imperative for transparent and effective governance. Additionally, the legal framework governing population administration has been further clarified by Law No. 24 of 2013, which revises Law No. 23 of 2006 on Population Administration. These regulations are designed to ensure that local government operations are efficient and responsive to public needs.

Despite the robust regulatory framework, challenges persist in service delivery, particularly in the issuance of family cards—a critical component of population administration (Mills et al., 2019; Ndevu & Muller, 2018; Rini Kusumawati et al., 2022). The Population and Civil Registration Office of Tulang Bawang Barat Regency has been grappling with difficulties in both policy implementation and service quality. These challenges have resulted in a noticeable gap between the standards expected by the public and the actual service provided, ultimately impacting community satisfaction negatively (Herawati, 2022; Iqbal et al., 2020; Tawil et al., 2021). This discrepancy is evident in the repeated complaints and dissatisfaction expressed by residents regarding the family card issuance process (Bosio et al., 2023; Bouek, 2023; Hong & Lee, 2023).

Previous research has extensively explored the broader themes of policy implementation and service quality. However, there is a noticeable gap in the literature concerning the specific impacts of these factors on community satisfaction within the local government context of Tulang Bawang Barat Regency. This study aims to bridge this gap by providing an in-depth analysis of how policy implementation and service quality directly

influence community satisfaction with the issuance of family cards at the Population and Civil Registration Office. By focusing on this specific area, the study seeks to offer insights into the effectiveness of current practices and identify areas for improvement that could enhance public satisfaction and operational efficiency.

Methodology

This research adopts an explanatory research design to investigate the causal relationships between policy implementation, service quality, and community satisfaction. The study employs a survey approach to collect quantitative data from 100 respondents who have recently interacted with the Population and Civil Registration Office. The rationale behind choosing this methodology lies in its ability to provide a structured and efficient means of gathering substantial data, which is essential for statistical analysis of the relationships among the variables in question (Barusman, 2019). The explanatory design is specifically selected to test hypotheses concerning cause-and-effect dynamics, facilitating an understanding of how variations in policy implementation and service quality impact community satisfaction (Knudsen & Johannesson, 2019). To ensure the robustness of the data collected, several analytical techniques are utilized: Pearson Product Moment correlation is applied for validity testing of the questionnaire items to confirm their accuracy in measuring the intended constructs; test-retest reliability and Cronbach's alpha are used to assess the consistency of the survey instruments; skewness and kurtosis values are examined to evaluate the normality of data distributions; Levene's test is employed to determine the equality of variances across groups; and multiple regression analysis is conducted to explore the effects of policy implementation and service quality on community satisfaction (Rewina et al., 2022). This comprehensive approach ensures that the findings are reliable and provide a clear insight into the factors influencing public satisfaction (Defrizal et al., 2015).

Result and Discussion

a. Result

The results of the study reveal significant insights into how policy implementation and service quality affect community satisfaction. Specifically, policy implementation accounts for 10.5% of the variance in community satisfaction. This finding indicates that the manner in which policies are enacted does contribute to public satisfaction, albeit to a limited extent. This modest contribution suggests that while effective policy implementation is necessary, it alone may not be sufficient to drive high levels of satisfaction among community members.

In contrast, service quality has a more pronounced impact, explaining 18.1% of the variance in community satisfaction. This substantial effect underscores the critical role that service quality plays in shaping how satisfied the community feels with the services provided. High-quality services are evidently more influential in determining satisfaction levels compared to the mere implementation of policies. The substantial variance explained by service quality highlights the importance of consistently delivering excellent services to enhance community satisfaction.

When examining the combined effect of policy implementation and service quality, the study finds that these factors together explain 24.2% of the variance in community satisfaction. This combined impact indicates that while each factor independently contributes to satisfaction, their joint effect underscores the necessity of addressing both aspects to achieve significant improvements in public satisfaction. The results suggest that neither policy implementation nor service quality alone can fully account for community satisfaction, but together they provide a more comprehensive understanding of what influences satisfaction levels.

b. Discussion

The detailed analysis of the results provides valuable insights into the dynamics of community satisfaction in relation to policy implementation and service quality at the Population and Civil Registration Office in Tulang Bawang Barat Regency. The finding that policy implementation contributes 10.5% to community satisfaction aligns with the broader discussions in the literature (Hidayati, 2022; Kurnia et al., 2022; Marsuq, 2017), highlighting its role as an essential but relatively secondary factor. This modest impact suggests that while the effective execution of policies is important for ensuring transparency and maintaining a positive relationship with the community, it is not the primary driver of satisfaction. Instead, it points to the need for policies to not only be well-implemented but also closely aligned with the needs and expectations of the local population, as noted in (Mills et al., 2019; Rini Kusumawati et al., 2022).

Service quality, on the other hand, plays a more substantial role, accounting for 18.1% of the variance in community satisfaction. This finding underscores the importance of high-quality service delivery in population administration, supporting previous research by (Herawati, 2022; Tawil et al., 2021), which emphasizes the significant effect of service quality on public perception. The direct impact of service quality on community

satisfaction highlights the need for improvements in areas such as staff training, resource allocation, and efficient service delivery processes, all of which could lead to more immediate and noticeable improvements in community satisfaction. This reflects the findings of (Bosio et al., 2023; Hong & Lee, 2023), who suggest that enhancing service quality can substantially improve public approval and operational efficiency.

The combined effect of policy implementation and service quality, which explains 24.2% of the variance in community satisfaction, reinforces the importance of addressing both factors to achieve comprehensive improvements. This aligns with the regulatory framework governing local governance and population administration (TAP MPR No. XI/MPR/1998, Law No. 30 of 2014, Law No. 24 of 2013), which emphasizes the need for transparent and efficient governance practices. The synergistic effect of effective policy implementation coupled with high service quality suggests that a balanced approach is necessary to meet community expectations and improve service delivery outcomes (Rini Kusumawati et al., 2022; Tawil et al., 2021).

In summary, while policy implementation plays a role in influencing community satisfaction, its impact is less significant compared to service quality. To enhance public satisfaction, the Population and Civil Registration Office must prioritize improving service quality alongside ensuring effective policy implementation. By addressing both aspects, the office can achieve more substantial and lasting improvements in public satisfaction, leading to a more positive and engaged community (Bosio et al., 2023; Bouek, 2023; Iqbal et al., 2020).

Conclusion

The study reveals that policy implementation contributes to community satisfaction by 10.5%, demonstrating a positive but relatively modest effect compared to other factors. In contrast, service quality exerts a more significant impact, accounting for 18.1% of the variance in community satisfaction. This highlights the critical role of enhancing service quality to elevate public satisfaction. When combined, policy implementation and service quality together explain 24.2% of the variance in community satisfaction, emphasizing the need to address both areas for substantial improvements. To enhance community satisfaction, it is recommended to conduct a comprehensive review of existing policies and procedures to ensure they meet community needs and align with service standards. Additionally, improving service quality through staff training and performance incentives is crucial. Future research should explore other potential factors influencing community satisfaction that were not addressed in this study to provide a more thorough understanding of public service dynamics.

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