



Effect Social Piety affect the Relationship between Public Service Quality and Community Satisfaction

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How to Cite :

Andespa, W.; Puteri, H.,E., (2024). Effect Social Piety affect the Relationship between Public Service Quality and Community Satisfaction. *Bima Journal : Business, Management and Accounting Journal*, 5 (2). DOI: <https://doi.org/10.37638/bima.5.2.242-252>

ARTICLE HISTORY

Received [25 Oktober2024]

Revised [30 November 2024]

Accepted [17 December 2024]

KEYWORDS

Piety, Public Service,
Community Satisfaction

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ABSTRACT

Purpose: This study aims to analyze the moderating role of social piety in the relationship between public service quality and community satisfaction.

Methodology: The research employed a quantitative approach using SEM-PLS analysis with WarpPLS 8.0. Data were collected from 161 participants at Bukittinggi City Dukcapil Office using an incidental sampling method. **Results:** Public service quality positively influences knowledge management ($\beta = 0.79$, $R^2 = 0.62$, $p < 0.05$), accounting for 62% of community satisfaction. Social piety moderates the relationship, with a moderation coefficient of 0.49 ($p = 0.01$).

Findings: The study reveals that social piety enhances the connection between public service quality and satisfaction, with a cumulative R^2 value of 0.68.

Originality: This research incorporates social piety as a novel moderating variable in the public service framework. **Novelty:** It introduces social piety as a critical factor in improving community satisfaction with public services.

Conclusions: Social piety significantly moderates the relationship between public service quality and community satisfaction, offering valuable insights for policy and service improvements. **Type of Paper:** Empirical research paper.

INTRODUCTION

Institutions and organizations often handle public administration to help solve societal problems and lead to well-being. Moreover, since the people have collected money through taxes and taxes and more taxes, they deserve the best management from the rulers.(Firmansyah Aditya Chholif, 2021). The art and science of managing employee relationships and roles to benefit organizations, workers, and the wider community is also referred to as HR. Public service, in its most basic sense, is any activity carried out by a community, group, or organization—including the government bureaucracy—to help and enable society to achieve certain goals.(Reseal & Pangemanan, Johannis E. Kaawoan, 2021). The quality of public entities is one of the measures of the quality of government activities. In Indonesia, public services are very important for political and economic life. Currently, there is a crisis of public trust in the public bureaucracy in Indonesia due to the poor quality of public services that is still occurring (Reseal & Pangemanan, Johannis E. Kaawoan, 2021). The expected service and the perceived service are two aspects that affect the quality of service. Based on predetermined research techniques, this community satisfaction survey ensures that the research is statistically feasible and complies with scientific criteria. The findings of this research are expected to help future institutional development plans that aim to implement

bureaucratic changes.(Permenpan Number 14 of 2017) Three sub-districts form Bukittinggi City; Muslim residents settle in the sub-district, while Christian residents occupy the second level.

Table 1. Recapitulation of Population Data Based on Religion in Bukittinggi City

NO	District	ISLAM		KRISTEN		KHATOLIK		HINDU		BUDDHIST	
		L	P	L	P	L	P	L	P	L	P
1	Guguak Panjang	21.791	22.745	323	308	314	338	2	3	61	62
2	Mandiingin Koto Salayan	28.023	27.833	746	640	230	225	0	0	17	10
3	and Berogo Tigo Blah	14.681	14.638	103	86	26	27	0	0	2	2
	SUM	64.495	65.216	1.172	1.034	570	590	2	3	80	74

Source : Bukittinggi City dukcapil

Based on the information in table 1, the Muslim population in Bukittinggi City totals 129,711 people, Christians 2,206 people, Catholics 1,160 people, Buddhists 154 people, and Hindus 5 people. This shows that people from different racial and religious backgrounds work in the Dukcapil Office to organize society. Previous investigations have shown a positive correlation between excellent service and community satisfaction. based on the community satisfaction index of each Public Service Agency. as filled in by Brilliant Rosy and Aditya Cholif Firmansyah (Firmansyah Aditya Chholif, 2021).in a study conducted by Mashur Hasan Bisri, Bramantyo Tri Asmoro2 (Bisri et al., 2019). (Al-Amin, Andespa & Bashir, 2022)

The central government and local governments share responsibility in providing public services that meet the needs of the population. Local governments in Indonesia are responsible for setting basic service standards due to policies related to regional autonomy and decentralization. The main concern in public service procedures in Indonesia is ethics. There are no overarching ethical norms or standards, nor are there any penalties set for violations committed by employees trusted to provide services. The research of Nanik Suryani and Lisa Handayani (Lisa & Nanik, 2019) discusses the findings of hypothesis analysis and path analysis which further shows that service quality has an indirect impact on community satisfaction through staff performance, interpersonal communication, and physical work environment. Based on the research mentioned above, various analytical findings show that various factors affect people's happiness with the services they receive. To find out how much social piety affects the relationship between community happiness and public service, the author tries to use social piety as a moderator.

This is because social piety is a sign that is strongly correlated with interpersonal relationships. According to research conducted by Haris Riadi (Riadi, 2014) Humans are social and political creatures who have the ability to form laws, work together in groups, and set standards of behavior. The development of the agricultural, industrial, educational, scientific, technical, governmental, and religious sectors depends on cooperation between individuals and groups. They can support each other in their work through specialization, integration, and human organization. Human cooperation in groups is essential for human growth. According to research conducted by A. Azis (Azis, 2020) (Al-Amin & Andespa, 2022)(Al-Amin et al., 2023)one way to show one's faith in others who adhere to a holy book that is different from oneself is to be tolerant of them. This lesson also hints that there are several lives, both in terms of religion and belief systems as well as other aspects of society and culture. A more varied social structure will be formed along with changes in community dynamics. This is why it is so important to cultivate tolerance, in particular the ability to accept diversity as an inevitable part of life. This is because humans are social beings who depend

on each other to support and improve each other and to meet their basic needs.(Mukhtar, 2017).(Amin & Taufiq, 2023)

METHOD

The author applies a type of quantitative research in this study. Muammad Ramdhan's Method, 2021).The role of social piety moderation in the relationship between community happiness and the quality of public services is the focus of this research. A case study of the Bukittinggi City Dukcapil Office. The population of people who received services in the quarter of 2023 was used by the authors of this study.

Table 2. Sampling techniques for processed data

Accidental Sampling	Number of days Work	Population	Sample
15	20	300	161

After collecting samples from 300 populations, Isaac and Michael produced 161 samples with a 5% error rate. To help readers understand the subject of this research, the following is presented Research Instruments with Variable Indicators, Items, and References.

Table 3. Research Instruments

Variable	Indicator	Item	Reference
Social Piety	1. Al-Takaful (social solidarity)	1-2	Sahal Mahfud
	2. al-tasamuh (tolerance)	3-4	Bappeda Bukittinggi
	3. ta' al-tawun (Kerja Sama)	5-6	2022
	4. al-l"tidal (center-tengah)	7-8	
Public Service	5. Al-Tsabat (Stability)	9-10	
	1. Tangible (Bukti Direct)	1-2	Zeithaml- Berry
	2. Reliability (Keandalan)	3-4	
	3. Responsiveness (Responsive)	5-6	
	4. Assurance (Jaminan)	7-8	
5. Empathy	9-10		
Service Satisfaction	1. Requirements	1-2	Minister of State Empowerment
	2. Mechanism System Procedure	3-4	
	3. Turnaround Time.	5-6	
	4. Fees/Tariffs	7-8	
	5. Product Specification Type Service.	9-10	
	6. Implementing Competence.	11-12	
	7. Executing behavior	13-14	
	8. Handling on Complaints Suggestions and Inputs	15-16	
	9. Infrastructure	17-18	

Source: Primary Data Processing Results (2024)

Because the questionnaire in this study is closed, participants are only asked to choose their responses. The process of gathering knowledge by reading books, literature, notes, and reports about the problems to be solved is known as literature research.(Unaradjan & Sihotang, 2019) Data

analysis in this study was carried out using Warp Partial Least Square software. Maximizing the variance of the latent criterion variable that can be explained by the latent predictor variable—also known as the explained variance—is the goal of PLS, a causal modeling approach. The variables to be monitored, the research tools, the methodology of data collection and analysis, the subjects, the location, the experimental design or design used, the sampling strategy (if any), and the number of samples used should be specified and made explicit. (Adjust to the type of research. The ideal method for qualitative research is data triangulation.

RESULTS AND DISCUSSION

All respondent data was entered into the data analysis program, and significance tests, discrimination, and convergence were carried out. There are several assessments in the research measurement model that need to be tested, including:

Table 4. Evaluation Criteria for Reflective Construct Measurement Models

Measurement Criteria	Parameter	Value Constraints
<i>Indicator Reliability</i>	<i>Loading Factor</i>	0.70 for <i>confirmatory research</i> , but 0.4-07 can still beconsidered for <i>exploratory research</i> .
<i>Internal Consistency Reliability</i>	<i>Composite Reliability</i> <i>Cronbach Alpha</i>	0.7 for <i>composite reliability</i> and <i>Cronbach Alpha</i> in <i>confirmatory research</i> . However 0.6-07 is still acceptable for <i>exploratory research</i> .
<i>Convergent Validity</i>	<i>Average Variance Extracted (AVE)</i>	Greater than 0.5 for <i>confirmatory</i> and <i>exploratory research</i>
<i>Discriminant Validity</i>	<i>Square Root Of AVE</i> <i>Correlation Between Constructs</i>	<i>Square Root Of AVE > Correlation Between Constructs</i>

Source: Fornell&Larcker (1981), Hair et al. (2013)

Table 5.Measurement Model Evaluation

	KPP	KM	KS	KS*KPP
Composite reliability	0.929	0.928	0.960	1.000
Cronbach's alpha	0.914	0.914	0.956	1.000
AVE	0.567	0.564	0.572	1.000

Source: Secondary Data Processing Results With WarpPLS 8.0 (2024)

With a KPP (X₁) of 0.929, the variable's Composite Reliability picture is displayed in Table 5. An alpha value of 0.928 indicates a community satisfaction variable. The social piety variable has a value of 0.960. The fact that all of the variables had Composite Reliability values greater than 0.7 indicates that they all passed the test for inclusion in the measurement model evaluation.

With a Cronbach's Alpha of 0.914, the KPP variable (X₁) is quite reliable. Y for Community Satisfaction and Z for Social Piety had values of 0.914 and 0.956, correspondingly. The Cronbach's Alpha values for all of the variables are above 0.6-0.7, which indicates that this is feasible and so not worth considering.

In this case, KPS(X₁) = 0.0567 represents the Average Variance Extracted variable. The value of KM (Y) is 0.564. At 0.572, the KS variable (Z) was found. If all variables have an Average Variance Extracted value larger than 0.5, it means the model has passed the assessment and may move on to the next step.

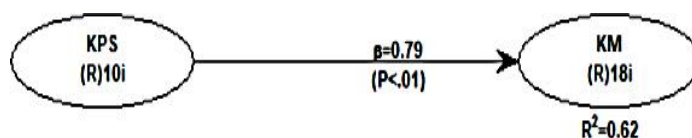
Table 6. Discriminant Validity

Variable	KPS	KM	KS	KS*KPP
Quality of Public Service	0.753			
Community Satisfaction	0.886	0.751		
Social Piety	0.762	0.827	0.756	
KS*KPP	-0.760	-0.764	-0.688	1.000

Source: Primary Data Processing Results with WarpPLS 8.0 (2024)

The validity of the discrimination of each variable has met the requirements as seen in the table above, because the square root of AVE is greater than the correlation coefficient between constructs in the Public Service Quality (X₁) variable, so that it can measure the Quality of Public Services. variables (X₁) accurately. To be more precise, the square root of community satisfaction (Y) is 0.751, while the square root of public service quality (X₁) is 0.753. Assessment of KS (Z) by the community (Y) of 0.756.

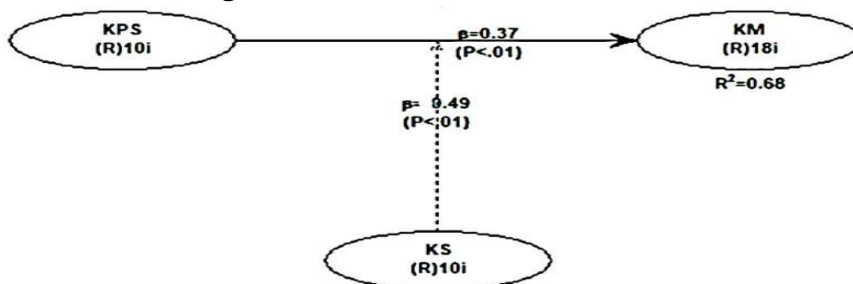
Figure 1. Model Direct Effect



Source: WarpPLS 8.0 output

Figure 1 demonstrates that Community Satisfaction is positively and significantly impacted by Public Service Quality, as indicated by a R^2 value of 0.62, a β value of 0.79, and a P-Value of 0.01 less than 0.05. This demonstrates that the quality of public services affects public satisfaction to a degree of 62%.

Figure 2. Model indirect Effect



Source: WarpPLS 8.0 output

The results, which are less than 0.5, are indicated by the R^2 value of 0.68, the γ value of 0.37, and the P-Value of 0.01. As shown in Figure 4.2, the direct influence of PPP has a positive and statistically significant effect on KM. This demonstrates that 68% of community happiness is attributable to the calibre of public services. Public Service Quality influences Piety through KS, as indicated by the value and P-Value being less than 0.5, a moderating influence coefficient of 0.49, and a R^2 value of 0.68, or 68%. Communal.

Table 7. Results of Regression Analysis Moderation Analysis

Jalur	Coefficients	P values
KPS → KM	0.790	<0,001
KPS*KS → KM	0.181	0.068

Source: WarpPLS 8.0 Processed Data

The regression equation displays the modification of the MRA analysis results as follows: $KPS + 0,181 KPS * KS = KM$ The Suitability Model findings suggest that while the resulting model is runnable, the fit can only be described as good enough. The unidirectional relationship between PPP and KM is shown by the Path Coefficient (Coeff = 0.790, p-value = <0.001). It should be noted that the interaction variable $KS * KPS$ had a positive and substantial influence on KM (koef=0.181, p-value 0.068). This implies that social guilt can serve as a moderator in the relationship between public pleasure and the quality of public services. Social piety (KS) strengthens the relationship between Community Satisfaction (KM) and Public Service Quality (PPP).

The Adjusted R-squared average (AARS) was 0.681 (P<0.001), meaning that foreign factors accounted for the remaining 68.1% of the KM variants produced by PPP with KS moderation. The modified R-squared boundary was divided into three groups by Cohen (2003): strong (0.70), medium (0.45 – 0.69), and weak (0.25 – 0.44).

Since the square root of AVE is greater than the correlation coefficient between constructs in the Public Service Quality Variable (X₁), so that the Public Service Quality (X₁) variable can be accurately measured, the validity of discrimination for each variable is qualified, as shown by the table above. Specifically, the square root of Public Service Quality (X₁) of 0.753 is greater than the square root of Community Satisfaction (Y) of 0.751. Community Satisfaction (Y) in KS (Z) was 0.756.

Table 7 shows that the Composite Reliability image of the variable has a KPS (X₁) of 0.929. There is a Community Satisfaction Variable (Y) of 0.928. Z = 0.960 represents the variable Social Piety. This indicates that all variables have met the measurement model's scoring criteria due to the fact that all Composite Reliability scores exceed 0.7. The KPP variable (X₁) has a Cronbach's Alpha value of 0.914. The values of the variables Community Satisfaction (Y) and Social Piety (Z) were 0.914 and 0.956, respectively. This indicates that each variable has a Cronbach's Alpha value greater than 0.6–0.7, which indicates that the variable is considered feasible and does not need to be considered. The mean difference in $KPS(X_1) = 0.0567$ is the value of the extracted variable. KM is a variable (Y).

Table 8. Summary of Rule of Thumb Evaluation of Reflection Measurement Model

Criterion	Parameter	Rule of Thumb	Count Value 1	Count Value 2
Convergent Validity	Average	> 0.50 to	>0.50	>0.50 Feasible
	Variance Extracted (AVE)	Confirmatory or Explanatory Research	Feasible	
Discriminant Validity	The square root of AVE and Correlation between Construction Let	AVE Square Root > Inter-Correlation Latent Constructs	feasible	feasible
	Cronbach's Alpha	>0.70 to Confirmatory Research, > 0.60 still acceptable for Explanatory Research	>0.70 Feasible	>0.70 Feasible
Indicator Reliability	Loading Factor	>0.70 to Confirmatory Research, 0.60- 0.70 for Exploratory Research.	feasible	feasible
Internal Consistency Reliability	Composite Reliability	>0.70 for Confirmatory Research, > 0.60 – 0.70 still acceptable for Exploratory Research	>0.70 Feasible	>0.70 Feasible

Table 9. PLS Results Influence both directly and indirectly on community satisfaction, social health, and quality of public services

Kriteria	Rule of thumb	Direct Effect	Indirect Effect
Average path coefficient (APC)	Nilai p values < 0.05	0.787, P<0.001	0.430, P<0.001
Average R-squared (ARS)	Nilai p < 0.05	0.619, P<0.001	0.685, P<0.001
Average adjusted R-squared (AARS)	Nilai p < 0.05	0.616, P<0.001	0.681, P<0.001
Average block VIF (AVIF)	Nilai <5 dan idealnya <=3.3	not available	3.566, acceptable
Average full collinearity VIF (AFVIF)	Nilai < 5 dan idealnya <=3.3	4.716	4.369,
Tenenhaus GoF (GoF)	Nilai small >=0.1, medium>=0.25,large >=0.36	0.593	0.680,

Source: WarpPLS 8.0 Processed Data

Using WarpPLS 8.0 software, we conducted a route analysis test and the following variables' findings are presented: virtue (Z), contentment in one's community (Y), and service to one's community (X):

With a coefficient of 0.79 and a p-value of 0.01 less than 0.05, the quality of public services (X) has a positive and significant influence on community satisfaction (Y). This demonstrates how the public service framework substantially affects citizen satisfaction. There will be an effect on community satisfaction due to the Bukittinggi Dukcapil Office's public service standards. Community satisfaction with the implementation of E-KTP in Sekaran District, Lamongan Regency is significantly impacted by the quality of service obtained (Aditya Cholif Firmansyah, 2021). Nurjannatul Hasanah then went on to do research. According to research (Hasanah et al., 2023), community satisfaction is positively and significantly impacted by the service quality at the Tarakan City Public Service Mall. It can be inferred that community satisfaction with the service they receive can be enhanced if officers in the service area at the Community Service Mall deliver good and satisfying service.

The quality of public services has an effect on community contentment, which is moderated by social piety. An R^2 value of 0.68, or 68%, indicates that KS mitigated the influence of PPP on KS through the moderating effect. With a value of 0.01 and a P-Value of 0.49, the moderation effect coefficient was less than half. This demonstrates how the concept of social piety acts as a moderator in the connection between public satisfaction and the standard of public services. Some people feel obligated to provide excellent service to their communities because they are socially religious. This is one theory explaining why people act this way. A plethora of research has shown that moderate social piety characteristics play an important role in this connection (Model et al., n.d.).

CONCLUSION

The following conclusions can be drawn based on the testing and debate of this study: Based on $R^2 = 0.62$ and $\beta = 0.79$, both less than 0.05, PPP has a considerable and beneficial impact on community satisfaction. This shows that the quality of public services accounts for 62% of public satisfaction.

Value R^2 of 0.68 or 68% indicates that KS has a moderate influence contribution that moderates the relationship between Public Service Quality and Social Piety. P-Value = 0.01, less than 0.5, and a moderation effect coefficient of 0.49 showed that social piety moderated the influence of Public Service Quality (X) on community satisfaction. This shows how the relationship between the quality of public services and the concept of social piety can be moderated.

This research is expected to serve as a roadmap for future policy-making and institutional development plans to further encourage bureaucratic reform. Considering that the researchers in this study are aware of their limitations, it is expected for future researchers to conduct research with larger variables and scope.

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