Assessing Technical, Functional And Image Aspects Of Service Quality And Their Impact On Citizen Satisfaction

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ARTICLE INFO	ABSTRACT
	This study aims to examine how the influence of technical aspects, functional aspects, and image on the service quality in Cibeunying Kidul District, Bandung, and how the quality of these services has an impact on citizen satisfaction as service users. By using a quantitative approach, the research sample was determined by convenience sampling technique. The selected research respondents were people who had used services at the Cibeunying Kidul District Office and were willing to voluntarily participate in the research. During the two-month study period, there were 89 respondents who were willing to participate and filled out a questionnaire that was sent online. The data that has been collected is analyzed using path analysis. Previously conducted validity, reliability and classical assumption tests. The results of the study show that only technical and functional aspects can affect service quality in Cibeunying Kidul District. Meanwhile, service quality has a very large influence on citizen satisfaction in Cibeunying Kidul District. These results provide important implications for public organizations in an effort to increase citizen satisfaction and as an effort to encourage an increase in the quality of public services provided, especially by looking at the most important aspects that reflect of these services quality. Keywords: Citizen Satisfaction, Functional Aspect, Image, Technical Aspect, Service Quality.

INTRODUCTION

Managing a public organization is a challenge in itself that cannot be separated from the dynamics that occur, both in the internal and external environment of the organization. The concept of managing in an organization is about managing institutions and managing the behavior of its people. The behavior shown by individuals inside and outside organizations has become the subject of study in the realm of public organizations with a focus on actors delivering public services and the motivations behind them (Agustina *et al*., 2021, 2022; Dharmanegara *et al*., 2021; Utami *et al*., 2022) or users of public services (Kurniawan, 2016; Pramuditha, 2021; Pramuditha & Agustina, 2022).

Despite the fact that public sector organizations, due to their special nature, usually face unique problems and dynamics in operational, cultural and strategic aspects (Chatzoglou *et al*., 2013; Mbassi *et al*., 2019), Concern has emerged that the primary objectives of public organizations are likely to become increasingly similar to those of profit-oriented organizations or the private sector. The main aim of public sector organizations is to provide social benefits within a reasonable budget (MacCarthaigh *et al*., 2012). However, regardless of the nature and social interests behind them, public sector organizations tend to be under pressure to provide quality services, while on the one hand they are faced with demands to increase efficiency in managing the organization (Andrews Rhys, 2010; Singh & Slack, 2020).

On the other hand, customer satisfaction surveys or citizen satisfaction indices (in public organizations) are mostly used to produce evaluative information about how well the organization provides services to its customers or service users. However, generally overall satisfaction is different from how customers or service users assess their experience in accessing services provided by the organization, where this is considered a problem regarding expectations (Parasuraman *et al*., 1994). However, the services provided by organizations tend to depend on users' feelings and thoughts about various contextual variables and experiences with organizational services so that gaps regarding expectations of services can be seen from two perspectives, namely the user and provider perspectives (Parasuraman *et al*., 1985a). Parasuraman *et al.,* (1991) adding that customer satisfaction can result from various dimensions of service quality. This is because service quality is not only related to the final product and service, but also to the process of delivering services to users.

In general, the relationship between quality service and a person's perceived satisfaction has been studied many times before. Several previous empirical results have confirmed the importance of quality services provided by government agencies in encouraging satisfaction from service users (Novira *et al*., 2020; Pramuditha, 2021; Pundenswari, 2017). At the public administration level, services delivered by local governments can influence the daily lives of the user citizen (Andrews & Walle, 2013). Therefore, the capacity of local governments to meet user expectations is an absolute necessity and the main source of value, namely better benefits for local residents. However, the services offered by local governments to users consist of several dimensions or attributes that are evaluated by local residents (Mbassi *et al*., 2019). These attributes contribute in different ways to people's satisfaction as service users. Thus, it is deemed necessary and important to identify the dimensions of the service and later the service provider can take corrective action based on the most important dimensions that make the greatest contribution to satisfaction and which are also valued by the local population.

Cibeunying District is an inseparable part of the bureaucratic reform efforts of the Bandung City Government, West Java, in accelerating the provision of public services that have an impact on the surrounding citizen. Therefore, it is very important to know the extent of satisfaction from service users in Cibeunying District, Bandung City and what the most important determining factors are. Considering that the public as service users will perceive the services they experience, the quality dimension in the public sector will certainly be an important concern. In line with what was stated Rodríguez *et al* (2009) that at least the perceived quality in the public sector can be derived from aspects of technical features, functional features, and the image of the services delivered. For public service organizations, performance information is certainly useful for assessing the extent to which

the services provided by the organization meet expectations and satisfy service users. Apart from that, assessing service performance is also important to put pressure on officials organizing service activities. This study is a response to research gaps regarding service quality in the public sector which is seen from three derivative aspects and how this can influence the satisfaction of public service users.

Literature Review

Service Quality and Citizen Satisfaction

Talking about service quality seems to be endlessly studied and researched because of the inherent contextual nature of this concept. Initially, the introduction of quality services was generally expressed in the business domain, and experts who researched service quality which was widely referred to were also related to studies in the profit-oriented sector (Parasuraman *et al*., 1985b, 1991). The most widely recognized conceptual model of service quality is also recognized as resulting from empirical research (Parasuraman *et al*., 1985a) by highlighting five gaps that have the potential to emerge in a quality service: (1) Gap 1: Consumer expectations and management's perception of the expectations of consumers or service users; (2) Gap 2: Management's perception of consumer expectations formed by the actual service quality specifications set; (3) Gap 3: Service quality specifications - actual service delivery; (4) Gap 4: Actual service delivery – how is external communication about the service; (5) Gap 5: The result of the other four gaps.

At an empirical level, service quality has been found to be a multi-dimensional concept, with various previous studies that attempted to test it using a one-dimensional quality scale considered methodologically invalid (Zeithaml *et al.*, 1985). Furthermore, as studies show Parasuraman *et al* (1985b) by not attempting to ensure that respondents interpret quality in a standardized way or even in the way intended by the researcher, thereby potentially producing highly ambiguous measures. SERVQUAL has been criticized at both theoretical and operational levels, with theoretical criticism covering the main concerns namely: the five dimensions of the instrument are not universal; the number of dimensions that comprise service quality depends on the context of each study; items do not always load onto the appropriate factors; there is a high degree of intercorrelation between the five dimensions (Chatzoglou *et al*., 2013). Meanwhile, criticisms at the operational level are: the term "expectations" is not easy to define; the number of items per dimension may not capture the full meaning; the reverse polarity of items often causes respondent errors on the seven-point Likert scale to be flawed; Two administration of questionnaires causes boredom and confusion in respondents (Chatzoglou *et al*., 2013).

Despite the above criticism of the original SERVQUAL instrument, recognition of the concept of service quality has expanded massively and many researchers have subsequently developed or adapted constructs and measurements. In fact, the technique used is currently used for model testing in various types of organizations across sectors (Nuraieni *et al*., 2021; Pradesa *et al*., 2022; Pramuditha, 2021; Pramuditha & Agustina, 2022; Zulvia *et al*., 2022). In public organizations, the concept of service quality has received attention along with public administration paradigms such as new public management which are starting to be widely recognized and practiced in government agencies. (Korunka & Scharilzer, 2000; Lagrosen & Lagrosen, 2003; Singh & Slack, 2020).

In general, the findings of previous research on service quality reveal variations between each inherent dimension or aspect. For example, in the context of state universities, the dimensions of service quality were developed into nine aspects (apart from TERRA: tangible, empathy, responsiveness, reliability, and assurance), showing the finding that responsiveness is the most important factor in reflecting service quality (Zulvia *et al*., 2022). Other research that uses the TERRA concept in measuring service quality finds that physical evidence is the most important aspect in reflecting the quality of services provided to service users (Pradesa *et al*., 2022). Then, research by Pramuditha & Agustina (2022) regarding the quality of e-KTP services in West Bogor District, it was revealed that the constancy dimension was found to be the most important in reflecting service quality, while the dimensions of interactivity and usability value were found not to reflect the quality of e-KTP services well. These previous empirical results show that the level of connection between aspects of service quality itself is very diverse, and of course when this is examined in public sector organizations it will show the potential for a variety of contextually different empirical models.

Conceptual Framework and Hypothesis Development

The disconfirmation paradigm can provide a strong theoretical basis for establishing a connection between quality and satisfaction (Parasuraman *et al*., 1994). Although on the one hand, quality can be considered as one component of satisfaction, this is clearly different conceptually. Previous empirical evidence has tested and validated the relationship between service quality and satisfaction (both customer and service user) in various types of services and organizations across sectors (Zulvia & Haryanto, 2021; Pramuditha, 2021; Novira *et al*., 2020; Tumiwa *et al*., 2018; Kitapci *et al*., 2014), which generally found that service quality was the best predictor of satisfaction felt by service users.

On the other hand, low perceived service quality can result in high service satisfaction. That is, convenience and availability (in the case of the public) can increase satisfaction without actually affecting customer perceptions of service quality (Mbassi *et al*., 2019). This situation is possible because in the case of the public many services are limited to procedures and citizens find satisfaction through other means. However, this does not mean that achieving better citizen satisfaction in managing quality dimensions is not possible. Therefore, in building a research conceptual framework, researchers refer to the importance of understanding the dimensions of quality in the public domain (Rodríguez *et al*., 2009), so this is believed to be an important determinant of the quality of service delivered by the public organization itself.

Furthermore, the conceptual framework developed in this research can be seen in Figure 1. Based on this conceptual framework, the following research hypotheses can be formulated:

H1: There is a significant influence of technical aspects perceived by the citizen on service quality in Cibeunying Kidul District

H2: There is a significant influence of functional aspects perceived by the citizen on service quality in Cibeunying Kidul District

H3: There is a significant influence of the image perceived by the public on the quality of service in Cibeunying Kidul District

H4: There is a significant influence of service quality perceived by the citizen on citizen satisfaction in Cibeunying Kidul District
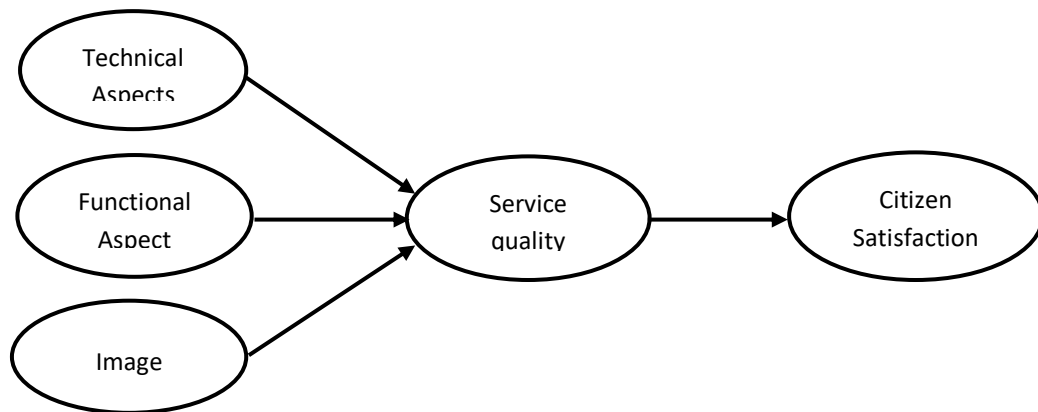
Figure 1. Research Conceptual Framework
Source: Processed Data (2023)

METHODS

This research uses a quantitative approach, with an explanatory type of research. The research design used a cross-sectional survey over a two-month research period. The target population in this research is people who have visited and accessed the services available at the Cibeunying Kidul District Office, Bandung City during April - May 2023. Questionnaires were collected using convenience sampling through the process of distributing questionnaires online to user communities who access services in Cibeunying Kidul District Bandung City, and voluntarily willing to participate as respondents. Respondents will be asked to answer questions in the context of their expectations and perceptions about their experience in accessing and using services at the District Office.

The research instrument was prepared based on the adoption of concepts or constructs from previous research. Therefore, a questionnaire in the form of a survey was designed to measure five different latent constructs. Technical, functional and image aspects as dimensions related to citizen (citizen) evaluation of service quality in local government adopt indicators developed by Rodríguez et al (2009), among them:

1. Objective features or technical aspects, are objective items related to quality. This construct is measured by five indicators in the research questionnaire.

2. Subjective features or functional aspects, are subjective items related to quality. This construct is measured with seven indicators which include: This construct is measured with seven indicators in the research questionnaire.

3. General features, namely image, are general items related to various features in local government. This construct is measured by three indicators in the research questionnaire.

Meanwhile, adoption of the general concept of service quality (Parasuraman et al., 1988, 1994; Tumiwa et al., 2018) still used in this research with five dimensions, namely tangible, empathy, responsiveness, reliability, and assurance as a theoretical basis in building the service quality construct. Each of these dimensions is compiled using three indicators, so that the overall service

quality construct consists of 15 indicators in the questionnaire instrument. Furthermore, the construct of citizen or user satisfaction is adopted from previous research (Tumiwa *et al*., 2018) which measures general satisfaction with services consisting of 12 indicators.

Citizens who use government services are information seekers or perhaps also parties who need these services. Providing information for public service users is a form of service, so in the context of this service study it refers to the manual form of service provided by the Cibeunying Kidul District Office, Bandung City, considering that electronic services have not yet been implemented there.

The collected data will be analyzed by applying statistical data processing tools. Reliability and validity tests were carried out as a standard procedure before analyzing the data further to answer the important research question, namely which of the three aspects of public quality has the most important role in encouraging service quality before it can increase public satisfaction. The data analysis technique uses path analysis to test the indirect influence that can be formed from each technical aspect, functional aspect and image on user (citizen) satisfaction through service quality.

RESULTS AND DISCUSSION

Primary data was collected from 89 respondents who participated by completely answering the research instruments that had been distributed. Of the 89 respondents, it was found that 48 people (53.9 percent) were male, while the remaining 41 people (46.1 percent) were female. The majority of service users are known to have a high school educational background (42 people or 47.2 percent of the total respondents), and the fewest are respondents with a postgraduate educational background (3 people or 3.4 percent). The remaining 24 people (or 27.0 percent) of the total respondents were people with undergraduate educational backgrounds, 12 people (or 13.5 percent) were diploma graduates, and 8 people (or 9.0 percent) were junior high school graduates.

Judging from the age category, the majority of respondents are service users in the age category above 45 years (27 people or 30.3 percent of the total respondents). Furthermore, 24 people or 27.0 percent of the total respondents were people aged 36 - 45 years, and 20 people or 22.5 percent were under 25 years old. The smallest number was 18 people or 20.2 percent aged 26 - 35 years. Based on employment status categories, the majority of service users are private sector employees (22 people or 24.7 percent of total respondents), followed by civil servants (16 people or 18.0 percent) and students (13 people or 14.6 percent). The TNI/Polri and other categories are known to be the same, namely 11 people or 12.4 percent of the total respondents. Meanwhile, only 9 people or 10.1 percent are known to be self-employed, and finally 7 people or 7.9 percent are BUMN/BUMD employees. Overall, it can be said that the profile of respondents in this study is quite diverse, both in terms of gender, education, age and occupation.

Table 1. Characteristics of Respondents Based on Gender

	Total	Percentage
Gender		
Male	48	53.9
Female	41	46.1
Educational Background		
Junior hihg School	8	9.0
Senior High School	42	47.2
Bachelor	12	13.5
Masters	24	27.0
Doctor	3	3.4

Age		
Under 25 Years	20	22.5
26 - 35 Years	18	20.2
36 - 45 Years	24	27.0
Above 45 Years	27	30.3
Job status		
Student / Students	13	14.6
Civil Servants (PNS)	16	18.0
TNI / Polri	11	12.4
BUMN / BUMD employees	7	7.9
Private sector employee	22	24.7
Self-employed	9	10.1
Other	11	12.4

Source: Processed Data (2023)

Table 2 provides descriptive information about the variables observed in this study along with the intercorrelations between these variables. The mean or average value for each variable ranges from 3,968 to 4,204, with a standard deviation (SD) range from 1,915 to 9,262. The highest mean value lies in the technical aspect variable (mean = 4.204, SD = 3.166), while the lowest mean value lies in the functional aspect variable (mean = 3.968, SD = 4.821). Judging from the standard deviation value, it is known that three of the five variables observed (functional aspects, service quality, and citizen satisfaction) were found to have a high level of diversity and/or data variation (SD value > mean).

Table 2. Mean Value, Standard Deviation and Intercorrelation Between Variables

Variable	Mean	Standard Deviation (SD)	Technical aspect	Functional aspect	Image	Service quality	Citizen Satisfaction
1. Technical aspect	4.204	3.166	*(0.828)*				
2. Functional aspect	3.968	4.821	0.775**	*(0.856)*			
3. Image	4.037	1.915	0.258*	0.282**	*(0.668)*		
4. Service quality	4.022	9.262	0.775**	0.826**	0.271*	*(0.928)*	
5. Citizen satisfaction	4.020	7.530	0.755**	0.917**	0.254*	0.973**	*(0.931)*

Note: **p, 0.01; *p, 0.05; Cronbach's alpha coefficient for values in parentheses and in italics.

Source: processed primary data (2023).

On the other hand, the range of correlation coefficient values was found to be in the range of 0.258 to 0.973. The smallest correlation coefficient is in the relationship between image and technical aspects, while the largest correlation coefficient is in the relationship between public satisfaction and service quality. Judging from the internal consistency aspect of each variable, it is known that the Cronbach alpha coefficient (α) value is in the range of 0.668 to 0.931, and all of them are above 0.60. The lowest internal consistency value is in the image variable with α = 0.668, while the highest consistency value is in the citizen satisfaction variable with α = 0.931. Overall, the variables in this

study were found to have a good level of intercorrelation and were within the criteria of constancy (reliability) that had been met.

Table 3. Factor and Mean Weight Values for Technical Aspects (X1)

Indicator	Factor Weights	*Mean*
$X_{1.1}$ Service office settings	0.800	4.01
$X_{1.2}$ Communication facilities provided	0.836	4.16
$X_{1.3}$ The language used to convey information	0.807	4.25
$X_{1.4}$ Readiness of service personnel	0.794	4.22
$X_{1.5}$ Building condition	0.626	4.38

Source: processed primary data (2023).

The factor weight and mean values for each indicator in the technical aspect variable (X1) are presented in Table 3. Based on this table, it is known that the range of mean values is in the range of 4.01 to 4.38, while the factor weights (λ) range from 0.626 to 0.836. The highest mean value of 4.38 shows that the highest perception of technical aspects felt by the citizen in Cibeunying Kidul District, Bandung, is the building condition indicator (X1.5), while the lowest mean value of 4.01 is shown by the service office arrangement indicator (X1.1). On the other hand, in the results of the factor weight values, the technical aspect is most reflected by the indicator of the communication facilities provided (X1.2) with $\lambda = 0.836$. These results indicate that the technical aspects of the Cibeunying Kidul District Office, Bandung City, are more reflected in the communication facilities provided, even though in fact on the ground the condition of the building is actually rated the highest according to the perception of the service user citizen. In general, this technical aspect is the aspect that is considered the best compared to other aspects in the research, showing that the arrangement of the service office, the communication facilities provided, the language used, the readiness of the service staff, and the condition of the building are perceived in the good category according to the citizen in Cibeunying Kidul District Bandung.

Table 4. Factor and Mean Weight Values for Functional Aspects (X2)

Indicator	Factor Weights	*Mean*
$X_{2.1}$ Punctuality of service staff	0.644	4.00
$X_{2.2}$ How service personnel work	0.774	3.98
$X_{2.3}$ Response of service officers in receiving complaints	0.632	3.91
$X_{2.4}$ The ability of service officers to carry out work	0.762	4.12
$X_{2.5}$ Information related to service procedures provided by service officers	0.782	3.88
$X_{2.6}$ Politeness shown by service personnel	0.850	4.08
$X_{2.7}$ Attention shown by service personnel	0.726	3.81

Source: processed primary data (2023).

The factor weight and mean values for each indicator in the functional aspect variable (X2) are presented in Table 4. Based on this table, it is known that the range of mean values is in the range of 3.81 to 4.12, while the factor weights (λ) range from 0.632 to 0.850. The highest mean value of 4.12 lies in indicator X2.4, namely the ability of service officers to carry out work. Meanwhile, the lowest mean value of 3.81 lies in the indicator X2.7, namely the attention shown by service officers.

Judging from the factor weights, the functional aspect is most reflected by indicator X2.6, namely politeness shown by service personnel with a value of λ = 0.850. These results indicate that the functional aspects of the Cibeunying Kidul District Office, Bandung City, are more reflected in the politeness shown by service officers, even though in fact on the ground the ability of service officers to carry out work is the thing that is rated highest according to the perception of the service user citizen. The service function of the Cibeunying Kidul District Office, Bandung City, seen from the functional aspect, is generally in a fairly good category.

Table 5. Factor and Mean Weight Values for Image (X3)

Indicator	Factor Weights	*Mean*
$X_{3.1}$ Service changes	0.650	4.08
$X_{3.2}$ Handling of complaints/service complaints	0.858	4.06
$X_{3.3}$ Resources owned by service officers	0.817	3.98

Source: processed primary data (2023).

The factor weight and mean values for each indicator in the image aspect variable (X3) are presented in Table 5. Based on this table, it is known that the range of mean values is in the range of 3.98 to 4.08, while the factor weights (λ) range from 0.650 to 0.858. The highest mean value lies in the service change indicator at the District Office (X3.1), namely 4.08. Meanwhile, the lowest mean value lies in the resource indicator owned by service officers (X3.3), namely 3.98. Judging from the resulting factor weights, the image aspect (X3) is most reflected by X3.2 handling of complaints or service complaints with a value of λ = 0.858, indicating that the image of the Cibeunying Kidul District Office, Bandung City is more reflected in how service complaints are handled.

Table 6. Factor and Mean Weight Values for Service Quality (Z1)

Indicator	Factor Weights	Mean
$Z_{1.1}$ Arrange the room in the service area regularly	0.698	3.94
$Z_{1.2}$ The appearance of the service staff in the office is attractive	0.603	3.98
$Z_{1.3}$ The infrastructure in the office is well designed to support services to the citizen	0.762	4.11
$Z_{1.4}$ Service staff at the office are willing to help in obtaining information	0.624	4.06
$Z_{1.5}$ Service officers at the office are willing to provide detailed explanations for each service	0.747	4.24
$Z_{1.6}$ Service officers at the Office are willing to provide solutions to complaints	0.699	4.06
$Z_{1.7}$ Service officers in the office provide services in a timely manner	0.590	4.11
$Z_{1.8}$ Service officers at the office can provide clear information	0.640	4.01
$Z_{1.9}$ Service officers in the office can complete the service process quickly	0.674	3.83
$Z_{1.10}$ Service staff at the office are friendly and polite while providing services	0.678	3.99
$Z_{1.11}$ Service officers in the office have good abilities	0.750	4.02
$Z_{1.12}$ Service officers in the Office have good responsibilities	0.822	3.97
$Z_{1.13}$ Service officers in the office show good attention during the service process	0.770	4.00
$Z_{1.14}$ Service officers at the Office are able to be fair in treating people who need services	0.796	4.04

Indicator	Factor Weights	Mean
$Z_{1.15}$ Service officers in the office are able to provide a sense of security and comfort during the service delivery process	0.786	3.97

Sumber: data primer diolah (2023).

The factor weight and mean values for each indicator in the service quality variable (Z1) are presented in Table 6. Based on this table, it is known that the range of mean values is in the range of 3.83 to 4.24, while the factor weights (λ) range from 0.590 to 0.822. The highest mean value of 4.24 lies in the Z1.5 indicator, service officers in the office are willing to provide detailed explanations for each service. Meanwhile, the lowest mean value of 3.88 lies in the Z1.9 indicator regarding service officers in the office being able to complete the service process quickly. Judging from the resulting factor weights, the service quality aspect (Z1) is most reflected by Z1.12 Service officers in the office have good responsibilities with a value of $\lambda = 0.822$, indicating that quality service from the Cibeunying Kidul District Office, Bandung City tends to be reflected in good responsibilities. answer indicated by the service officer.

Table 7. Factor Weight and Mean Values for Citizen Satisfaction (Y1)

Indicator	Factor Weights	*Mean*
$Y_{1.1}$ Satisfaction with the clarity of service procedures	0.887	4.00
$Y_{1.2}$ Satisfaction with determining service requirements	0.720	4.03
$Y_{1.3}$ Satisfaction with the explanation given by the service officer	0.790	3.94
$Y_{1.4}$ Satisfaction with work discipline shown by service officers	0.746	4.00
$Y_{1.5}$ Satisfaction with the responsibilities shown by service officers	0.681	4.04
$Y_{1.6}$ Satisfaction with the abilities of service officers	0.742	3.81
$Y_{1.7}$ Satisfaction with the speed of service produced by service officers	0.770	3.91
$Y_{1.8}$ Satisfaction with justice shown by service officers	0.788	4.06
$Y_{1.9}$ Satisfaction with the polite attitude of service officers	0.743	4.18
$Y_{1.10}$ Satisfaction with the reasonableness of service costs in the office	0.790	3.99
$Y_{1.11}$ Satisfaction with the certainty of service schedules at the Office	0.719	4.18
$Y_{1.12}$ Satisfaction with environmental comfort in the office	0.719	4.09

Source: processed primary data (2023).

The factor weight and mean values for each indicator in the citizen satisfaction variable (Y1) are presented in Table 7. Based on this table, it is known that the mean value ranges from 3.81 to 4.18, while the factor weight (λ) ranges from 0.681 to 0.887. The highest mean value lies in the indicators of satisfaction with the polite attitude of service officers (Y1.9) and satisfaction with the certainty of service schedules in the office (Y1.11) which were found to have the same value of 4.18. Meanwhile, the lowest mean value of 3.81 lies in the indicator of satisfaction with the abilities of service officers (Y1.6). Judging from the factor weights for each indicator, citizen satisfaction (Y1) is most reflected by satisfaction with the clarity of service procedures (Y1.1) with a value of $\lambda = 0.887$. This shows that the satisfaction of the user citizen with services at the Cibeunying Kidul District Office, Bandung City tends to be reflected in the clarity of the service procedures provided, although in real terms, based on facts in the field, this level of satisfaction is felt more in the polite attitude shown by service officers and the certainty of service schedules.

Table 8. Data processing results for the influence between variables

Influence Between Variables	Beta Coefficient	T-statistic value	Sign.	Information
Technical Aspects --> Service Quality	0.344	3.876	0.000	Significant
Functional Aspects --> Service Quality	0.583	6.525	0.000	Significant
Image --> Service Quality	-0.083	-1.418	0.160	Not Significant
Service Quality --> Citizen Satisfaction	0.873	16.668	0.000	Significant

Source: processed primary data (2023).

Table 8 shows the results of path analysis from testing using the SPSS tool, which includes the beta coefficient value along with the t-statistic results and their significance for each influence between variables. It can be seen that the technical aspect variable (X1) has a significant influence on service quality (Z1), with a t-statistic value of 3.876 and a sign of 0.000 (below the significance level of 0.05). Therefore, the first hypothesis in this study is declared accepted. The beta coefficient value is known to be positive with a value of $\beta1 = 0.344$ which shows the linear nature of the influence. Thus, the first hypothesis which states that there is a significant influence of technical aspects perceived by the public on service quality in Cibeunying Kidul District can be proven. This means that the results of this test confirm that the better the technical aspects perceived by service users, the better the quality of service delivered by the Cibeunying Kidul District Office.

Then, testing the influence of functional aspects (X2) on service quality (Z1) showed significant influence results, with a t-statistic value of 6.525 and a sign of 0.000 (below the significance level of 0.05). Based on these results, the second hypothesis in this study can be declared accepted. The beta coefficient value is known to be positive with a value of $\beta2 = 0.583$ which shows the linear nature of the influence. It can be concluded that the hypothesis which states that there is a significant influence of functional aspects perceived by the public on service quality in Cibeunying Kidul District can be proven. Thus, the test results can confirm that when service users experience better functional aspects of the Cibeunying Kidul District Office, then this condition generally shows that the quality of service delivered by the Cibeunying Kidul District Office is getting better.

On another influence path, namely image (X3) was found to have an insignificant influence on service quality (Z1), with a value of $\beta3 = -0.083$, t-statistic of -1.418 and a sign of 0.160 (above the significance level of 0.05). Referring to these results, the third hypothesis in this study is rejected. The results of this test do not confirm that there is an important relationship between the image and quality of service at the Cibeunying Kidul District Office, so it can be said that the better the image perceived by the service user citizen does not necessarily indicate the better the quality of service at the Cibeunying Kidul District Office.

The next path of influence between variables, namely testing the influence of service quality (Z1) on citizen satisfaction (Y1), shows significant influence results, with a t-statistic value of 16,668 and a sign of 0.000 (below the significance level of 0.05). Based on these results, the fourth hypothesis in this research can be declared accepted. The beta coefficient value is known to be positive with a value of $\beta4 = 0.873$ which shows the linear nature of the influence. This coefficient value is the largest coefficient value when compared with the influence of other variables in the research model. It can be concluded that the hypothesis which states that there is a significant influence of service

quality perceived by the citizen on citizen satisfaction in Cibeunying Kidul District can be proven. The results of this test can confirm that the better the quality of service perceived by the citizen, the greater the satisfaction of the citizen as service users at the Cibeunying Kidul District Office.

The R-square value for the technical aspect model, functional aspect and image of service quality shows a figure of 0.734. This reflects that the level of diversity between independent variables (technical aspects, functional aspects and image) as an explanation of service quality is 73.40 percent, the remaining 26.60 percent is other factors outside these three things. Meanwhile, the F value for this first regression model was found to be 78.275 with a significance of 0.000. These results show that the model of technical aspects, functional aspects and image of service quality can be a good predictive model. In other words, these three aspects can predict the level of service quality at the Cibeunying Kidul District Office.

Apart from that, the R-square value for the service quality model on citizen satisfaction shows a figure of 0.762. This reflects that the level of diversity between the independent variables, namely service quality as an explanation of citizen satisfaction, is 76.20 percent, the remaining 23.80 percent are other factors outside service quality that can be considered as determinants of citizen satisfaction. Then the F value for this second regression model was found to be 277.823 with a significance of 0.000. These results indicate that service quality on citizen satisfaction can be a good predictive model. In other words, service quality can predict the level of citizen satisfaction at the Cibeunying Kidul District Office. From the two regression models with each R-square value, the total coefficient of determination can be calculated, and the results of calculating the total coefficient of determination show a value of 0.7483. These results show that the analysis model can explain 74.83 percent of the phenomenon studied, while the remaining 15.17 percent can be explained by other variables (which are not yet in the model) and error.
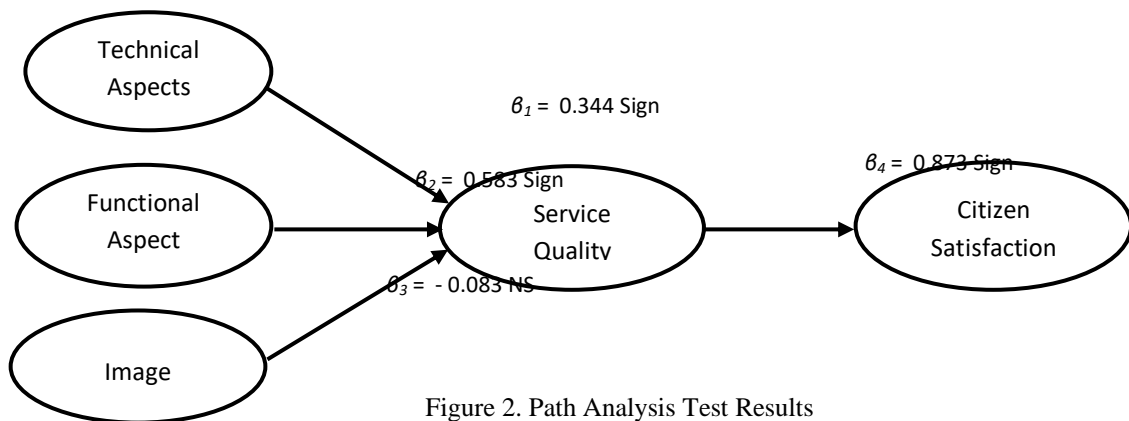

Figure 2. Path Analysis Test Results
Processed Data (2023)

In an effort to understand the dimensions of quality in the public domain (Rodríguez *et al.*, 2009), The findings of this research show that not all of these recognized aspects can have an important impact on the quality of services provided by public organizations. It was revealed that only technical and functional aspects play an important role in supporting service quality, but this does not apply to the image aspect of public organizations. This can explain that in the form of public services, the actor aspect of the service provider is an important factor inherent in the process of delivering services to users.

In general, in public organizations it is known that in an understandable administrative system, there is a paradox that the various administrative tasks that have been assigned tend to actually make it difficult to understand how administration works (Rodríguez *et al.*, 2009). However, of course the paradigm in administration has been adjusted by adopting the concept of public service in the context of its delivery to service users or citizens, to determine satisfaction with the services provided, as well as to determine the quality and performance of government organizations (Korunka & Scharilzer, 2000; Lagrosen & Lagrosen, 2003; Singh & Slack, 2020). To address these issues and practice strategies that can help ensure that service-using communities are more satisfied, it is important to work on better service delivery processes (make them simple), better information delivery (increase quality and quantity if necessary), or reorganize process.

Regarding the influence of service quality on citizen satisfaction, the results of this research can confirm the findings of previous research which revealed that service quality is the best predictor of satisfaction felt by service users (Zulvia & Haryanto, 2021; Pramuditha, 2021; Tumiwa *et al.*, 2018; Kitapci *et al.*, 2014). The findings in this research show something similar to the magnitude of the influence of service quality on citizen satisfaction in Cibeunying Kidul District, Bandung City. The thing that makes people most satisfied with the service is the polite attitude of the officers and the certainty of the service schedule at the Cibeunying Kidul District office. Considering that the majority of respondents' profiles are people in the adult age category, politeness and certainty (service schedule) are things that are perceived as most important compared to other indicators of citizen satisfaction. With a good level of diversity, this research is generally able to produce a good empirical model in relation to assessing the level of service quality and citizen satisfaction.

Practically, in an effort to increase public satisfaction with services in Cibeunying Kidul District, Bandung City, the leadership at the District Office can focus on improving functional aspects that support the level of service quality. The functional aspect is the most important thing to improve, apart from its perceived value being the lowest compared to the technical and image aspects, this functional aspect was found to be the most important determinant of service quality in Cibeunying Kidul District, Bandung City.

Apart from the results and research findings obtained, there are several limitations identified in this research. The first is response bias. Respondents are asked to rate themselves on certain criteria, it is quite difficult to judge the accuracy of these answers. In addition, respondents were also asked to assess different variables from the perspective of service users. Future research is expected to triangulate results directly through customer responses to minimize this limitation. Second, another limitation of this research is that it is not possible to include all factors that influence service quality and public satisfaction other than the three aspects as independent variables. The main focus of this research is to explore the perceptions of service users about the Cibeunying Kidul District office, Bandung City. However, other regions are not included in the area or scope of this study. Using a wider sample size can enrich research results or findings. Future research could be expanded by considering other factors that influence satisfaction with services provided, besides service quality

which includes ease of use, format, information content, personalization, and timeliness. Future studies can also review the direct relationship between technical, functional and image aspects as potential determinants of people's satisfaction. In the end, examining the direct influence of the three on citizen satisfaction will provide a different picture compared to examining them indirectly through service quality

CONCLUSION

The research results show that technical aspects and functional aspects have an important influence on service quality in Cibeunying Kidul District, Bandung City. On the other hand, image was found not to have an important influence on service quality. It was revealed that the functional aspect was the most dominant thing in influencing service quality in Cibeunying Kidul District, Bandung City. Even so, the findings show that the technical aspects (office arrangements, means of communication, language used, readiness of officers and building conditions at the District Office) meet the criteria of being very good. The technical aspect is known to be the only thing rated in the very good category, while the other four (functional aspects, image, and service quality and citizen satisfaction) are "only" categorized as good. Apart from that, service quality is the thing that can most influence citizen satisfaction in Cibeunying Kidul District, Bandung City. The values for both are almost the same, both connectedness and the influence of service quality on citizen satisfaction have shown positive values that are beneficial for stakeholders.

The need to improve service quality is absolutely used to monitor how it is managed in the workplace. Thus, this research does provide some evidence and some insight into how services can be measured in public organizational settings, especially on the attributes inherent therein. Furthermore, the research findings provide theoretical implications for future research, especially for examning the relationship between key determinants of service quality and citizen satisfaction.

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