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**THE EFFECT OF SERVICE QUALITY ON THE SATISFACTION OF PROTOCOLAN SERVICE USERS
IN THE BANJARBARU CITY, INDONESIA GOVERNMENT**

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ABSTRACT

There are several different kinds of activities that represent the breadth of protocol duties, including event planning, audience/reception, and travel arrangements for key personnel in and meetings, hearings, and ceremonies outside the nation or area. The protocol's function and involvement in an institution's overall performance are also crucial. action, especially if it is tied to the leader, in order to establish social order that bonds people together, establishes a ritual of knowledge and order, and develops a methodical approach to accomplishing goals. That's why top-notch execution is essential, and customer satisfied with a protocol service, one option is to pay for the service. focus on service quality as shown by stellar performance metrics. This research intends to examine how elements of service quality (including promptness, courtesy, and dependability) affect customer satisfaction. The impact of reassurance, sympathy, and material rewards on protocol users in the Banjarbaru Municipality and identify which ones Customer happiness with a service greatly depends on a number of different factors. The Procedure This research used a quantitative approach, and its population and sample both totaled 54. Validity and reliability testing of research tools using statistical methods of data analysis Multiple linear regression, classical null hypothesis testing. These findings from the research confirm that the factors receptivity, certainty, empathy, and tangibles contribute to a positive experience. impact consumers' happiness with protocol services significantly, even if just Banjarbaru Municipal Administration, all these exogenous factors have a simultaneous dominating impact on dependent variables and variables consumers' happiness with Banjarbaru City Government's protocol service is influenced by The quantity of **responsiveness, adjusted determination (R2), is 0.511, or 51.1%.** value added to **the** dependent variable by each independent variable. Some recommendations from this research advise enhancing the services offered by the factors such as dependability, quickness, certainty, empathy, and tangibility, and feedback on directions for further study. In theory, knowing what happens when you throw in more variables key factors significantly affect how happy protocol service customers are.

Keywords: Quality of service, Customer satisfaction, and Protocol Are All Important Factors

1. Introduction

International treaties and domestic laws and regulations all govern protocol to some extent.

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nation, **Undang-undang Nomor 9 Tahun 2010** governs the **protocol** in Indonesia.

Undang-Undang Nomor 23 Tahun 2014 Relating to Regional Protocols

The Government Regulations of the Year 1990 (Peraturan Pemerintah No. 62) Relating to Protocol

Guidelines for Design, Honor Rituals, and Decorum. In this context,

Several forms of behavior that represent the protocol's responsibility to act

must be performed, including but not limited to ¹reception/audience, guest visits, and domestic leadership trips

and regional conferences, gatherings, banquets, and ceremonies. The job and purpose

success of an institutional action is heavily dependent on the procedure.

it follows the leader because that's how you establish a social structure that brings people closer together.

other, establishes order and safety, and produces a disciplined and orderly ceremonial

while leading an activity. The procedure is often interpreted as

speaker/MC, even though some people claim the procedure just serves to control the issue at hand.

program, despite the protocol's additional uses in administrative contexts such

Documents ¹such as meeting minutes, drafts of approval/official notes, texts of agreements, and design plans

respect and regard, and the organization of a ceremony.

In addition, the quality of the service provided by the protocol must be high.

acceptable when protocol performance meets or exceeds user expectations

leaders, etc. Activities not in compliance with the procedure were discovered rather often.

demands of those receiving services and those in positions of authority, on the one hand, and the

The purpose of protocol is to govern and direct the actions of participants in a certain situation.

in a professional setting, where all actions must be taken in compliance with the

goals for those receiving and providing care. As a result, the protocol enforcing

out protocol tasks has to have a wide range of skills and expertise in

Procedures and practices. As a result of this, protocols must inspire a great deal of devotion from their users.

such a wide-ranging job that would make it impossible to establish standard operating procedures

estimate the period of duty and has no idea when their next break will be.

dinners, business meetings, and entertaining people that drop by

continuously.

The Protocol Departments at Banjarbaru City's Public Relations and

Banjarbaru City's Protocol Section is located under the Regional Secretariat's Protocol Department.

The Peraturan Walikota of Banjarbaru City is where the city's primary protocol is laid out.

Banjarbaru No. 8 of the Year 2017 Regarding Specifics of Task Implementation at the

Banjarbaru's provincial government HQ. One person has a position in the Protocol Subdivision.

consisting of a single echelon IV officer and a total of six PNS and six non-PNS employees.

Leadership's role in coordinating official events including travel, meals, and meetings.

Visits, ceremonies, hosting dignitaries, event planning, hosting, and emceeding

organization of events and meetings outside of the local area is

the procedure Subdivision's mission as a procedure for accomplishing missions. The DPA Protocol, by way of reference

Division, the quantity of annual protocol actions is rising. Contrasted with,

normal amount of workers in the protocol sector, which should be more than the current

is missing, not to mention the lack of a proper system for reporting and managing

tasks. It's usual for people to juggle many responsibilities during the course of a day.

worker is expected to juggle several responsibilities.

Training or education in accordance with established protocols, and

The protocol apparatus itself still has some room for improvement in terms of the quality of its resources.

minimum, and the culprit is the little public and private funding for

Having a protocol training session. The lack of established protocols for the functioning of the

Protocol Subdivision; Continued Reference to 2010's UU No. 9 on the Subject

With the 1990 Spatial Planning Protocol Provisions Act (PP No. 62),

Obstacles to the implementation include respect and ceremony regulations.

protocol responsibilities, leading to poor protocol service quality

suitable or as anticipated. This is done so that protocols may function as efficiently as possible to

maintain a level of service commensurate with what customers/management demand. Therefore,

to learn the results of the Protocol Section's work on the protocol's efficiency and effectiveness.

needs an evaluation of service delivery and recipient satisfaction.

2. Methodology Structure

The efficiency of the protocol under implementation is an important factor.

services in the realm of protocols, since it is regarded as one of the better Banjarbaru assessments or protocols.

In order for the City Regional Secretariat to fulfill its role in the protocol service,

users. Customer satisfaction rises according to the quality of shown performance.

the procedure followed by the Regional Secretariat for performing its activities and responsibilities.
But in

During its execution, it often encounters internal and external difficulties, which become

challenges to carrying out protocol responsibilities, necessitating action on the part of the protocol

In order to improve the efficiency of protocols in preventing future issues,

success in Banjarmasin, Indonesia.

The quality of a government service is one metric by which its effectiveness may be evaluated.

government agencies, which may be evaluated by looking at how well they serve the public

may learn how well their requests have been accommodated by the service

client/recipient of such service. Protocol of provides high-quality protocol services.

It is the success of the protocol that determines the fate of the Regional Secretariat. If service

When tasks are completed in accordance with established guidelines, we say that the quality is high.

service quality is considered subpar if actual results fall short of

to fail, and if the delivered performance is better than expected by customers.

the quality of the service provided is excellent. Influencing aspects of service quality

user happiness with protocol services are outlined here.

The aforementioned analytical model explains why customers care so much about service quality (variable X).

impacts users' overall (partial) level of protocol satisfaction

recipients of one's services. When customers' impressions of a service's quality match their assumptions,

If customers believe that the service they get is of high quality, they are more likely to utilize it, and vice versa.

users will be unsatisfied if the service does not live up to their expectations.

2.1 Theoretical Proposition

The following hypothesis may be put forward from this frame of reference:

Protocol and the variable dependability have a weakly significant relationship, H0.

Customer Happiness with Banjarbara City Government Services;

Protocol's dependability is not significantly correlated with any of its other variables.

Customer Happiness with Banjarbara City Government Services;

The responsiveness variable has a marginally significant influence on

Banjarbara City Government Users' Opinions on the Quality of Protocol Services;

Funny: The responsiveness variable doesn't even have a weakly significant influence on

Banjarbara City Government Users' Opinions on the Quality of Protocol Services;

Protocol's effectiveness is influenced by the assurance variable, therefore H0:

Customer Happiness with Banjarbara City Government Services;

To my knowledge, the assurance variable has no statistically meaningful influence on the Protocol Service.

Banjarbara City Government Customer Happiness;

Hypothesis 0: Empathy has a statistically significant partial influence on Protocol.

Customer Happiness with Banjarbara City Government Services;

Interestingly, the empathy variable has no statistically significant influence on Protocol.

Customer Happiness with Banjarbara City Government Services;

Protocol Service User Tangibles Have a Substantial Partial Effect (H0)

Happiness with the City Government of Banjarbaru;

Funny: Intangibles don't have a noticeable impact on the use of protocols.

Happiness with the City Government of Banjarbaru;

All service quality characteristics have a substantial influence on

the happiness of Banjarbaru's municipal government's protocol service consumers;

In other words, not all aspects of service quality have a substantial impact on

users' happiness with Banjarbara City Government's protocol services.

3. Methods

The associative causal approach was used in this investigation. The results of an associative study will reveal

connection between two or more factors that may account for the symptoms. As this research shows,

analyzes the impact of the three main factors that make up service quality:

Customer Happiness Factors: (X2) Reliability, (X3) Confidence, (X4) Focus, and (X5) Concrete Results

(Y). Protocols were distributed to both the research population and the study sample.

services, particularly all of the heads of the Banjarbaru City-based regional work unit

Up to 54 members of the government. The research data was collected by

through means of observation and data collecting in the field. Data

Data was gathered using questionnaires and performance-based observations.

Prawirosentono's instruments and the quality of service, as reported by

Parasuraman, with supplementary writings for context.

4. Results

4.1 A Detailed Description of the Questionnaire Results

The purpose of a summary of the replies is to provide a general description of the variables in the study.

both in terms of total participants polled and individual item percentages

while the frequency of the study variables Supriyanto and Machfudz (2010)

how questions on the factors Reliability, Responsiveness, Assurance, and Availability were answered by respondents.

User Happiness in Terms of Empathy, Measurables, and Protocol

The Validity and Reliability of the Tests

If the value of r is greater than r , then the independent-dependent question may be asked.

criteria, the reliability of the research instrument is established if there is a significant link

Validity coefficient ≥ 0.3 . The purpose of a reliability test is to see whether something can be relied upon in the future.

trusted. In this research, we consider an instrument's dependability to be acceptable if it has a

Minimum 0.6 Cronbach's Alpha reliability. According to the work of Arikunto, Supriyanto, and Machfudz (2010).

determined that each answer option may be trusted. According to the findings

All items in the validity test for the questions have a correlation value $> .50$ according to the SPSS calculation.

0.3, so that every single item is legitimate. The Reliability Test findings indicated that all

Cronbach's Alpha > 0.60 indicated that the instruments were reliable. It's safe to say

conclusively.

Heteroskedastisitas Test, Version 4.3

The test for heteroscedasticity indicates that there were no problems with the data in this research.

heteroscedasticity because of the dispersion of points and the patterning of points

satisfies the prerequisites of a pre-test for multiple regression, namely the

The heteroskedasticity assumption is a traditional one.

4.4 Test for Normality

The results of the normalcy test indicate that it is safe to use.

the pre-test is not affected by the location surrounding the line, according to the study.

standard assumptions of normality are needed for multiple regression analyses.

4.5 Test for Multicollinearity

A multicollinearity test is performed to check for the presence of correlated variables in a set of equations.

adj. unrelated. Coefficient of Variation (VIF) and Tolerance (T) for Inflation

VIF and Tolerance as a dependent variable on an independent one.

in the table below:

Multivariate Linear Regression 4.6

The hypothesis is evaluated using a 95% confidence interval and a 5% significance level.

= 0,05). Using multiple linear regression analysis, we may test whether or not these assumptions are correct.

used. Concurrent testing, in the form of the F test, will also be performed alongside the regression analysis.

either a partial or t-test.

R Square = 0.511, which indicates a significant positive correlation between the original and reconstructed values.

the dispersion of all the factors that go into making up the dependant

The proportion of this variable that may be attributed to other, unrelated factors is 51.1%; the remainder, 48.9%.

research project.

This is the regression equation:

$$\text{Solution: } Y = (1,746) + (0,172) + (0,234) + (0,099) + (0,160) + (0,135) + (e_i)$$

(1)

These equations demonstrate that every independent variable is positively

Coefficient of recursion. This implies that the variables Trustworthiness (X1), Adaptability (X2), and

There is a correlation between confidence (X3), emotional intelligence (X4), and material resources (X5).

a direct correlation with the metric being measured, in this case User Satisfaction with the Service Protocol (Y). That

that is, if X1, X2, X3, X4, and X5 go up, Y will go up as well

risers, but Y decreases if X1, X2, X3, X4, and X5 all go down.

will be lowering.

a) If there is no independent variable, then the value of Constant (1,746) indicates:

There are 1,746 happy users of the Protocol Service.

b) Since $X_1 = .172$, an increase of one in the Reliability variable results in

The percentage of happy users of the protocol service has gone up to 0.172.

If the Responsiveness variable is increased by one, then $c)X_2 = 0.234$,

Then the percentage of happy Protocol Service users will rise to 0.234%.

d) Since the value of X3 is 0.099, an increase of one in the Assurance variable results in

The percentage of happy users of the protocol service has gone up to 0.099.

The value of X4 is 0.160, therefore a one-unit increase in the empathy variable yields the following:

The percentage of happy users of the protocol service has gone up to 0.160.

f) X5 value = 0.135, which indicates that a one-unit increase in the Tangibles variable yields

Satisfaction with Protocol Services Grows by 0.135%.

² In this study, we used a five-point Likert scale to interpret the research's constants (1,746).

values between 1 and 5, thus we can't say for sure whether or not the factors

All three of the variables (assurance, empathy, and tangibles) sum to zero.

The lowest value on the Likert Scale is 1, thus a score of 0 is not an option.

The study's constant value, calculated using SPSS 21.0, comes out at 1,746.

This falls under the heading of "very strong."

4.7 Testing of Hypotheses

First Hypothesis Testing: A Partial

Using this procedure, we can determine whether the factors of Reliability,

A considerable relationship between responsiveness, assurance, empathy, and tangibles exists.

user satisfaction with the Banjarbaru Protocol service by contrasting the probabilities of

value of the variable if the probability significance level is 5% ($= 0.05$)

value is less than or equal to ($= 0.05$), then the independent variable does not differ significantly from the null hypothesis.

Considering the converse, we get $df = n - K - 1 = 54 - 6 - 1 = 47$, hence the t value of the table is 1,678.

the outcomes of statistical analysis

B. Second Hypothesis Test: Using the F Test in Parallel

SPSS analyses suggest a F count of 7,798 and an associated F table may be interpreted as follows:

value of F table is if and only if $df 1 = K - 1 = 6 - 1 = 5$ and $df 2 = n - K = 54 - 6 = 48$

There are 2,410 and if $p < 0.05$ is statistically significant. One might draw the conclusion that the free variables

have an effect on the value of the independent variable because they interact.

Since $F > 2,410$ and $\text{sig } F = 0.000 < 0.05$, we may conclude that $F > 0.000$. According to these contrasts,

All service quality issues, including H_a , are thus dismissed.

There is a mutually reinforcing relationship between ¹reliability, responsiveness, assurance, empathy, and tangibles.

Banjarbaru City's Protocol Service Users' Satisfaction Is Greatly Affected

It is possible to accept or to test the government.

5. Discussion

It is assumed in 1, 2, 3, 4, and 5 of the aforementioned hypotheses that the variables Reliability,

There is a strong correlation between Protocol and Receptivity, Assurance, Empathy, and Material Possessions.

Customer Happiness with Banjarbaru, Indonesia's Local Government. The primary element,

Specifically, the trustworthiness determined by workers while rendering services to Protocol Service

Protocol Users, like reliable uptime, are reliant on something called "User Protocols."

any variations in service, compassion, and precision on the work, so that protocol service

The protocol services customers get are well received. The degree to which an

Protocol Service Users need the assistance of every SKPD employee in order to function.

including but not limited to delivery methods, accessibility, and staff preparedness

services. Users of protocol services, as shown by Factor Assurance, need security in the manner

assurances like clear dialogue, expert knowledge, and politeness in

services provided. The capacity of an employee to empathize with customers is the fourth component.

provide, spend time with, and care about serving the needs of Protocol Service Users

services to End Users with the goal of happy customers and repeat business. The fifth element,

The physical facts, or tangibles, show that there is a pleasant and safe environment.

sufficient resources, including a Public Relations and Protocol Office and sufficient hardware. The

Consistent with the findings of prior research by Rozak (2018), this investigation confirms these hypotheses.

Evidently, tangibles, guarantees, dependability, empathy, and

The service was impacted by both individual and aggregate measures of responsiveness.

acceptance by the Surabaya Protocol Sub Unit of ITS. According to the numbers,

When compared to the F table of 2,31, the SPSS F count is 24,279. Tangible in some sense, empathetic,

Positive and substantial effects of assurance and responsiveness on service quality

acceptance by the Surabaya Protocol Sub Unit of ITS. The reliability variable, on the other hand, has

a favorable but insignificant outcome. The empathy variable plays a significant role in

ITS Surabaya Protocol Sub Unit's established user satisfaction rating

Coefficients of = 262 are beta.

Rosyid (2014) is only one example of a study whose findings provide light on the factors

consumer satisfaction in a substantial way when combined with empathy and confidence.

satisfaction. But there is a good correlation between the characteristics of responsiveness, tangibles, and dependability.

nonetheless, a negligible impact. $R^2 = 0.549$ indicates that it is possible to explain the data given.

Intangibles, dependability, and quality all play a role in consumer satisfaction (54.9%).

attitude of receptivity, confidence, and sympathy. Customer satisfaction is 45.1% due to

influenced by factors outside the scope of this study, such as those found in Lovenia (2012)

discovered data from studies using t-tests to explain a mystery

The relationship between the dependent and independent variables was found to be very significant.

about happy clients. Using the f-test, we can show that empirical proof,

Independent characteristics such as dependability, responsiveness, certainty, and awareness

customer-satisfaction-related variable. The modified R^2 is 0.779, which indicates that

provides evidence that linking customer satisfaction with service quality

customer satisfaction at 79%, with the remaining 2% attributable to factors that were not analyzed, including

such as discounts, interest rates, and other monetary factors, the most important component is dependability.

All factors pertaining to service quality have a statistically significant

Banjarbaru, Indonesia, Protocol Service Users' Satisfaction With Two Concurrent Events

The legitimacy of government has been established. The computation proves this, since the results show that

results in a sig F count of 0.000 0.05 and a F count of 7,798 > 2,410, allowing the following:

found that across the board for Reliability, Responsiveness, and Overall Satisfaction with the Service,

Each of assurance, empathy, and tangibles plays a vital part in achieving the

users' happiness with Banjarbaru City Government's protocol services.

6. Conclusion

The findings of the tests show that when it comes to service quality, all of the independent factors, which include

There was a significant uptick in the areas of reliability, responsiveness, assurance, empathy, and tangibles.

users' happiness with Banjarbaru's protocol services is somewhat impacted.

Administration local. What factors most affect how happy people are with protocol service?

the responsiveness variable with users in the Banjarbaru City Government

an r-squared value of 0.234 (2.34 percent). The R2 value obtained is the coefficient of determination

indicates that there is a total of 0.511 standard deviations in the sum of the contributions from all

51.1% may be attributed to independent factors and 48.9% to dependent ones.

factors that were beyond the scope of this analysis.

Tips and Advice 6.1

As a recommendation for enhancement in light of the findings of the study and the subsequent debate,

better future service to the subject of study is essential.

1. Dependability of Workers in the Protocol and Public Relations Division of the

Timeliness of service, consistency of service, and other attributes of the Banjarbaru City Secretariat

without differentiating between Regional Work Units' Leadership Groups

The municipal government of Banjarbaru has shown SKPD leaders in the city some compassion.

the Municipal Government of Banjarbaru, and the precision is high-quality and has

supported the success in meeting the expectations of those who utilize protocol services, but it would be

superior to constantly evolve into a more efficient worker.

2. Availability of personnel in the Protocol and Public Relations Division ¹ of the

Banjarbaru City Secretariat, including the provision of services like the transmission of necessary information

According to Banjarbaru's Chief ¹ of the Regional Work Unit, the city's administrative

City of Banjarbaru SKPD Officials Have Met With The Police And Firefighters.

The eagerness of workers to assist Banjarbaru City SKPD officials

Evidence of the government's pervasive presence may be seen in the

Given the importance of responsiveness to overall customer happiness,

However, annual maintenance is recommended.

3. Banjarbaru's Protocol and Public Relations Office guarantees high-quality service.

City Secretariat, including effective contact with SKPD officials

The municipal government of Banjarbaru is very trustworthy, safe, and provides excellent service.

police and service officers that are pleasant and helpful while assisting SKPD officials in

Government in Banjarbaru will be upgraded much further.

4. Employers in the Empathy industry also value Reliability, Responsiveness, and Assurance.

¹ the Regional Secretariat of Banjarbaru City's Department of Public Relations and Protocol,

for instance, becoming familiar with Banjarbaru's ¹ SKPD leaders

Banjarbaru City Government, having learned what its SKPD leaders need,

Government and allowing SKPD Leaders in the field a convenient window of operation

Banjarbaru Municipal Administration.

5. The happiness of SKPD Leaders is significantly impacted by material rewards, according to a

Banjarbaru Municipal Administration. When all four of the aforementioned factors

may be fixed by renovating physical spaces like offices

structures, parking spaces, and spotless restrooms. More than that, the technical

Banjarbaru Protocol and Public Relations Section Equipment

City Secretariat that seems well-organized and provides service that fits the situation

Improvements in staff maintenance will lead to greater customer satisfaction.

potential future protocol users.

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