

The Correlation between the Quality of Public Services and the Image of Institution to the Public Satisfaction at Kejaksaan Negeri Jember

Danang Hadi Wijoyo¹
Kejaksaan Negeri Jember¹
Email: danang.hadi.wijoyo@kejaksaan.go.id

Abstract

The quality of public services and the image of the institution are considered as crucial things for the government institution. With that in mind, this research is intended to analyze the correlation between those things and public satisfaction, in this case, at Kejaksaan Negeri Jember. Quantitative descriptive was implemented to cope with the previous research objectives. One hundred and two respondents were selected using a nonprobability sampling technique with a quota sampling. The data gathered from those respondents were analyzed using a Structural Equation Model (SEM) approach based on Partial Least Square (PLS) with two evaluation stages which cover: 1) the measurement model and 2) the structural model. Based on the measurement model, the results passed the convergent validity test, discriminant validity test, reliability test, and multicollinearity test. In line with this, the structural model shows that based on the significance test there is a correlation between the quality of public services and the image of the prosecutor's office on public satisfaction at Kejaksaan Negeri Jember. It is expected that in the future, Kejaksaan Negeri Jember will continue to maintain and increase the current condition to provide more comprehensive benefits to the society.

Keywords: image, public satisfaction, and public services

INTRODUCTION

Bureaucratic Reform of the Prosecutor's Office in Indonesia is an indissoluble part of the 1998 National Reform Movement which was instigated by the economic crisis. The targets of it are stated in the Grand Design of Bureaucratic Reform 2010 – 2025 which cover three aspects: (1) implementing of good government and free of corruption; (2) increasing the quality of public services to the society; and (3) rising capacity and accountability for bureaucratic performance. This research is determined by Law Number 25 of 2009 about public services. Furthermore, it is compulsory for government institutions, including Kejaksaan Negeri Jember.

With that in mind, Kejaksaan Negeri Jember is expected to provide an excellent public service including facilities and infrastructure to increase the society satisfaction index.

In 2019, Kejaksaan Negeri Jember acknowledged an award from the Ministry of State Apparatus Utilization and Bureaucratic Reform, *Kementerian Pendayagunaan Aparatur Negara dan Reformasi Birokrasi (PAN RB)*, as a government institution with the predicate of Corruption Free Area, *Wilayah Bebas dari Korupsi (WBK)*. It was then continued in 2020, Kejaksaan Negeri Jember awarded the predicate of Clean and Serving Bureaucratic Area, *Wilayah Birokrasi Bersih dan Melayani (WBBM)*. The two predicates given are counted as pilot project and expected to have a positive impact on the image of the institution. In the national scope, there is a new phenomenon where the image of the Kejaksaan is getting better because there is a trend that public trust in it is increasing. The previous statement is proven by the survey released by the Indonesian Survey Institute, *Lembaga Survei Indonesia (LSI)*, regarding public trust in government institutions in the period 2020-2023. It is recorded that in 2023, Kejaksaan is in the 3rd ranked with a level of trust of 81.2%. This number is also higher than Corruption Eradication Committee, *Komisi Pemberantasan Korupsi (KPK)*, and the Indonesia's Police.

However, seeing from the results of previous research, it was found a gap related to the correlation between the quality of public services and the image of Kejaksaan on public satisfaction. Research conducted by Sarwito et al (2022) and Muhammad Ruskamto (2020) proves that the quality of public services influences public satisfaction, while research by Ahkmad Pancarudin (2019) states the opposite. Apart from that, there is limited research that specifically uses agency image variables to evaluate community satisfaction, especially in Law Enforcement Apparatus, *Aparatur Penegak Hukum (APH)*, including the Police, Prosecutor's Office, *Kejaksaan*, Supreme Court, *Kehakiman*, Ministry of Law and Human Rights, *Kementerian Hukum dan HAM*, and Corruption Eradication Committee, *Komisi Pemberantasan Korupsi*, so there is a research gap that can be developed. Based on the facts, differences and research gaps, further research is needed to analyze the influence of the quality of public services and the image of Kejaksaan on public satisfaction. It is hoped that this research can become input and evaluation material for the Kejaksaan Negeri Jember in providing public services to obtain an excellent community satisfaction index.

LITERATURE REVIEW

Stated by Parasuraman as it was quoted by Lupiyoadi and Hamdani (2009:182), there are several indicators that need to be considered in service quality which cover:

a. Tangibles

It is described as the ability of the Kejaksaan Negeri Jember to demonstrate its existence to the society. The indicators used are the location of the office, which is strategic and easy to reach, the neat appearance of the employees, the office facilities and infrastructure used to support public services.

a. Reliability

This indicator means that the employees of Kejaksaan Negeri Jember should have good competence in providing services and are supported by punctual service performance as promised.

b. Responsiveness

Kejaksaan Negeri Jember must assist and provide responsive and appropriate services to the public, by conveying clear information. The indicators used are how responsive employees are in providing solutions and handling the complaint for the society.

c. Assurance

It is the knowledge, courtesy, and ability of the employees Kejaksaan Negeri Jember to foster public trust. This includes several components, including communication, credibility, security, competence, and courtesy.

d. Empathy

It can be implemented by giving sincere to the society and trying to understand the society's need. The employees are expected to have good attitude in providing services.

The image of the prosecutor's office is the public's perception of the prosecutor's institution which is reflected in memories of the products, values, and programs that have been implemented. Indicators of the image of the prosecutor's office can be assessed from public trust and the attributes including logo and uniform regulated in Prosecutor's Regulation Number 4 of 2021 concerning Official Clothing for Prosecutor's Office Employees of the Republic of Indonesia. An indicator of public trust is that Kejaksaan Negeri Jember's employees have good integrity and carry out their duties and functions in accordance with applicable laws and

regulations and are supported by the productive role of the public relations department in conveying information about the office. Meanwhile, the attribute indicators, namely how the public can distinguish Kejaksaan Negeri Jember from other agencies, and the special uniforms for the Prosecutor's Office employees, are expected to provide a positive image in the eyes of the public.

In this research, the Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Preparing Public Satisfaction Surveys for Public Service Organizing Units is used as a based. According to the previous regulation, there are nine indicators to measure public satisfaction as it is stated below:

a. Requirements

The employees of Kejaksaan Negeri Jember should be able to manage a type of service, both technical and administrative requirements. Compliance with the service requirements that must be met with the service requirements informed/published by Kejaksaan Negeri Jember.

b. Procedures

The service procedures provide by Kejaksaan Negeri Jember should be standardized.

c. Completion

Kejaksaan Negeri Jember's employees should complete the service on time.

d. Fees

The fees charged to service is determined based on an agreement between the provider and the community.

e. Product

The services provided are accepted by the public in accordance with established provisions.

f. Executive

Competency is the ability that must be possessed by the employees appointed as service officers including knowledge, expertise, skills, and experience.

g. Implementing Behavior

The attitude of employees in providing services must be excellent.

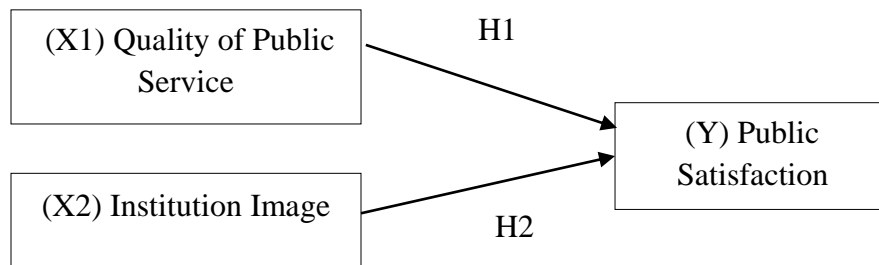
h. Handling complaints

Handling complaints and follow-up carried out by employees.

i. Infrastructure

The main support and facilities for the implementation of a process.

This research used 2 exogenous latent variables: 1) public service quality (X1) with 5 tangible indicators: physical evidence, reliability, responsiveness, assurance, and empathy. and 2) the exogenous latent variable image of the prosecutor's office (X2) with 2 indicators of attributes and trust, while the endogenous latent variable is community satisfaction (Y). Researchers create a conceptual framework as follows:



Picture 1. Conceptual Framework

Description :

H1 (hypothesis 1): direct influence of X1 on Y

H2 (hypothesis 2): direct influence of X2 on Y

With the equation:

$$Y \text{ Public Satisfaction} = \beta X1 \text{ Quality of Public Services} + \beta X2 \text{ Image of the Prosecutor's Office} + e$$

METHODS

This research used a quantitative descriptive method, according to (Arikunto, 2006) the quantitative descriptive research method is a method that aims to create a picture or description of a situation objectively using numbers, starting from data collection, interpretation of the data and appearance. and the result. The population of this research is all people who have received

public services from the Jember District Prosecutor's Office. In determining the sample size, researchers used the Moe Lameshow formula calculation, with the minimum sample size being 96.04 or 97 respondents. In this research, 102 respondents will be used as samples.

The researcher used a non-probability sampling technique, namely a sampling technique that does not give each element or member of the population the same chance or opportunity to be selected as a sample, with a quota sampling type, namely a technique for determining samples from a population that has certain characteristics up to a certain number (quota) which are desired.

Researchers use a Structural Equation Model (SEM) approach based on Partial Least Square (PLS) using the help of SmartPLS 4.0 software. The first data analysis in evaluating the PLS-SEM model is evaluating the measurement model (outer model) through convergent validity tests, discriminant validity tests, reliability test and multicollinearity test. The second stage is testing the structural model (inner model) which aims to determine the relationship between constructs. There are several item components which are criteria in assessing the structural model (inner model), namely the R-Square value and significance (T test).

RESULTS AND DISCUSSION

From the results of the convergent validity test, discriminant validity test, reliability test and multicollinearity test, the researcher then created a table containing a summary of the evaluation results of the measurement model (outer model) as explained in the following table:

Table 1. Summary of measurement model evaluation results (outer model)

Variable	Code	Loading Factor > 0,6	AVE> 0,5	Cronbach's alpha > 0,6	Composite reliability > 0,7	VIF <10
Institution	CK1	Valid	Valid	Reliabel	Reliabel	Valid
Image (X1)	CK2	Valid	Valid	Reliabel	Reliabel	Valid
Public	KM1	Valid	Valid	Reliabel	Reliabel	Valid
Satisfaction (Y)	KM2	Valid	Valid	Reliabel	Reliabel	Valid

	KM3	Valid	Valid	Reliabel	Reliabel	Valid
	KM4	Valid	Valid	Reliabel	Reliabel	Valid
	KM5	Valid	Valid	Reliabel	Reliabel	Valid
	KM6	Valid	Valid	Reliabel	Reliabel	Valid
	KM7	Valid	Valid	Reliabel	Reliabel	Valid
	KM8	Valid	Valid	Reliabel	Reliabel	Valid
	KM9	Valid	Valid	Reliabel	Reliabel	Valid
Service Quality (X2)	KP1	Valid	Valid	Reliabel	Reliabel	Valid
	KP2	Valid	Valid	Reliabel	Reliabel	Valid
	KP3	Valid	Valid	Reliabel	Reliabel	Valid
	KP4	Valid	Valid	Reliabel	Reliabel	Valid
	KP5	Valid	Valid	Reliabel	Reliabel	Valid

Source: Primes Data Analyzed in 2024

From table 1. it is enough to prove that the model has good measurements. It is hoped that the research model will achieve goodness of fit or feasibility. If the model is declared feasible, then the model can be used to carry out hypothesis testing.

In this research there is one endogenous latent variable which has an R^2 count, namely the community satisfaction variable. There are three measurement criteria for R^2 , namely 0.67 or high, 0.33 or moderate, and 0.19 or low (Haryono, 2015). The R^2 results in this study are in the table as below:

Tabel 2. Score R -square (R^2)

	R-square	R-square adjusted
Public Satisfaction	0.813	0.809

Source: Primes Data Analyzed in 2024

The R-square (R^2) value is 0.809 or 80.9%, this shows that the research model of public service quality and the image of the prosecutor's office influences public satisfaction, the remaining 19.1% is other factors outside the model. Based on the R^2 measurement criteria, this shows the high ability of the model to predict exogenous latent variables (X) which influence endogenous latent variables (Y).

Hypothesis testing in the PLS-SEM model is carried out by a significance test to determine the relationship between exogenous latent variables and endogenous latent variables, by looking at the statistical T value. The significance value used (two-tailed) with rule of thumb T-value 1.65 (significance level = 10%), 1.96 (significance level = 5%), and 2.58 (significance level = 1%), (Ghozali & Latan, 2015 :85). In this study, researchers used a T-value of 1.96 (significance level = 5%). From the research results, it is known that the statistical T value is as shown in the table below:

Tabel 3. Test the significance of the statistical T value between Latent Variables

	T statistics	P values	Koefisien Jalur
Institution Image -> Public Satisfaction	4.750	0.000	0.441
Service Quality -> Public Satisfaction	5.691	0.000	0.509

Source: Primes Data Analyzed in 2024

Based on table 3, the statistical T value for the exogenous variable of service quality on community satisfaction is 5.691 or more than 1.96, which means that service quality has a significant effect on community satisfaction, so the first hypothesis (H1) is accepted. Furthermore, for the exogenous variable the image of the prosecutor's office on public satisfaction, namely 4.750 or more than 1.96, which means that the image of the prosecutor's office has a significant effect on public satisfaction, the second hypothesis (H2) is accepted with the following equation of research results:

$$Y = 0.509 X1 + 0.441 X2 + e$$

$$Y \text{ Public Satisfaction} = 0.509 \text{ Quality of Public Services} + 0.441 \text{ Image of the Prosecutor's Office} + e$$

CONCLUSION

The test results prove that the quality of public services influences public satisfaction at Kejaksaan Negeri Jember. This is supported by indicators of the quality of public services which state that the location of it is in a strategic place and is easily accessible to the public,

equipped with good facilities and infrastructure, and supported by excellent employee competence in providing services such as responsiveness, friendly, and patient in receiving complaints.

The test results prove that the image of the prosecutor's office has an influence on public satisfaction with Kejaksaan Negeri Jember. This is supported by indicators of the image of the prosecutor's office which state that the attributes and uniforms used by Jember District Attorney's employees can create a positive image for the agency and enthusiasm for employees to maintain integrity and professionalism, in addition to the excellent role of public relations by conveying news and performance achievements. Kejaksaan Negeri Jember is improving the image of the prosecutor's office.

REFERENCES

- Budhiasa, S (2016). *Analisis Statistik Multivariat Dengan Aplikasi SEM PLS SMARTPLS 3.2.6*. Denpasar, Udayana University Press.
- Dimiyati, M. (2020). *Pedoman Penyusunan Tugas Akhir*. Jember, STIE MANDALA.
- Fitria Halim,dkk. (2021). *Manajemen Pemasaran Jasa*. Medan, Yayasan Kita Menulis
- Garson, G (2016). *Partial Least Square:Regression and Structural Equation Model*. Asheboro, Statistical Publishing Associates
- Haryono, S (2016). *Metode SEM Untuk Penelitian Manajemen (AMOS, LISREL, PLS)*. Jakarta, Intermedia Personalia Utama.
- Hidayati, T. (2014). "Kualitas Pelayanan Publik terhadap Kepuasan Serta Kepercayaan Masyarakat pada Kepolisian Sektor (Polsek) Bengalon." *Journal of Innovation in Business and Economics* 5(1): 45-62.
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*. Surabaya, Unitomo Press.
- Muhammad Firdaus, M. D. (2023). *Analisis Multivariat dan Metode Kuantitatif*. Jember, Mandala Press.
- Pancarudin, A. (2019). "Pengaruh Citra Kepolisian dan Pelayanan Terhadap Kepuasan Masyarakat Pada Polres Metro." *Jurnal Simplex* 2(2).
- Peraturan Menteri Pendayagunaan Aparatur Negara dan Reformasi Birokrasi Republik Indonesia Nomor 14 tahun 2017 tentang Pedoman Penyusunan Survei Kepuasan Masyarakat Unit Penyelenggara Pelayanan Publik

- Prasetyaningsih, N. and D. N. Rifani (2022). "Pengaruh Kualitas Pelayanan Penitipan Barang dan Makanan Terhadap Kepuasan Warga Binaan Pemasyarakatan (Studi Kasus di Lembaga Pemasyarakatan Kelas IIB Purwodadi)." *Eco-Entrepreneur* 8(2): 17-24.
- Prianggono, J. and H. Adrian (2010). "Pengaruh Kualitas Pelayanan Samsat Drive Thru terhadap Kepuasan Masyarakat di Polda Metro Jaya." *Makna: Jurnal Kajian Komunikasi, Bahasa, dan Budaya* 1(1): 20-30.
- Putra, D. G. (2015). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Masyarakat (Studi pada Dinas Kependudukan dan Pencatatan Sipil Kota Blitar), *Jurnal Administrasi Publik Universitas Brawijaya*.
- Ruskamto, M., et al. (2021). "Pengaruh Kualitas Pelayanan, Kualitas Website, Citra Instansi terhadap Kepuasan Masyarakat pada Kantor Administrasi Hukum Umum Cikini Jakarta (KEMENKUMHAM)." *Jurnal STIE Indonesia Jakarta*.
- Sarwito, S., et al. (2022). "Pengaruh Kualitas Dan Inovasi Layanan Terhadap Kepuasan Pengunjung Dengan Kepercayaan Sebagai Intervening (Studi Pada Lapas Kelas IIB Bondowoso)." *Jurnal Sains Manajemen dan Bisnis Indonesia* 12(2): 117-130.
- Sinaga, J. O. and R. Hidayat (2016). "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Masyarakat Dalam Pelaksanaan Program Pelayanan Administrasi Terpadu Kecamatan (Paten) Di Kecamatan Nongsa Kota Batam." *Jurnal Akuntansi, Ekonomi Dan Manajemen Bisnis* 4(1): 7-14.
- Solling Hamid, R., Suhardi M Anwar (2019). *Structural Equation Model (SEM) berbasis Varian : Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.2.8 dalam Riset Bisnis*. Jakarta Pusat, Institut Penulis Indonesia.
- Sulistiyowati, W (2018). *Kualitas Layanan : Teori dan Aplikasinya*. Sidoarjo, Umsida Press
- Tamara, N. I., et al. (2018). "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Masyarakat Kawangkoan Bawah Kecamatan Amurang Barat Di Kabupaten Minahasa Selatan." *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi* 6(4).
- Undang-Undang Nomor 25 Tahun 2009 tentang Pelayanan Publik
- Undang-Undang Republik Indonesia Nomor 11 Tahun 2021 perubahan atas Undang-Undang Nomor 16 Tahun 2004 tentang Kejaksaan Republik Indonesia
- Wahyudi, D., et al. (2021). "Pengaruh Kinerja Kepolisian Dan Citra Kepolisian Terhadap Kepuasan Masyarakat Pada Kasat Narkoba Di Polres Pringsewu Lampung." *SIMPLEX: Journal of Economic Management* 2(1): 198-214.