



The Effect of Service Quality on Community Satisfaction in the "One Day Ready" Service Program of the Meranti Islands Disdukcapil

MHD. Rafi Yahya¹, M. Fajar Anugerah², Nor Azlina³, Ilham Yuri Nanda⁴

^{1,2,3} Ilmu Pemerintahan, Abdurrah University, Indonesia

⁴Ilmu Pemerintahan, Maritim Raja Ali Haji University, Indonesia

*Corresponding Author Email: mhd.rafi.yahya@univrab.ac.id

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Abstract

Quality public services are a basic need for the community so that administrative processes can take place effectively and meet the expectations of service users. This study aims to analyze the effect of service quality on public satisfaction in the "One Day Ready" service program at the Population and Civil Registration Office of Meranti Islands Regency. The study used a quantitative descriptive method with a survey technique through the distribution of questionnaires to 316 respondents who are community users of the "One Day Ready" service. The variables in this study include tangible, reliability, responsiveness, assurance, and empathy. The data were analyzed using validity and reliability tests, and multiple linear regression analysis. The results showed that all tangible, reliability, responsiveness, assurance, and emptiness variables had a positive and significant effect on public satisfaction, with a contribution of 61.7%, while the remainder was influenced by other factors outside the study. These findings indicate that good service quality, both in terms of physical aspects, procedural accuracy, speed of service, security assurance, and officer empathy, significantly increased public satisfaction with the "One Day Ready" program. Thus, consistently improving service quality is an important factor in maintaining and increasing public satisfaction with population administration services.

Keywords: Public Service Quality, Public Satisfaction, One Day Ready, e-Government, Disdukcapil.

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Abstrak

Pelayanan publik yang berkualitas merupakan kebutuhan dasar masyarakat agar proses administrasi dapat berlangsung secara efektif dan memenuhi harapan pengguna layanan. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan terhadap kepuasan masyarakat pada program layanan "Satu Hari Siap" di Dinas Kependudukan dan Pencatatan Sipil Kabupaten Kepulauan Meranti. Penelitian menggunakan metode deskriptif kuantitatif dengan teknik survei melalui penyebaran kuesioner kepada 316 responden yang merupakan masyarakat pengguna layanan "Satu Hari Siap". Variabel dalam penelitian ini meliputi tangible, reliability, responsiveness, assurance, dan empathy. Data dianalisis menggunakan uji validitas, reliabilitas, dan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa seluruh variabel tangible, reliability, responsiveness, assurance, dan empathy berpengaruh positif dan signifikan terhadap kepuasan masyarakat, dengan kontribusi pengaruh sebesar 61,7%, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian. Temuan ini menunjukkan bahwa kualitas pelayanan yang baik, baik dari aspek fisik, ketepatan prosedur, kecepatan pelayanan, jaminan keamanan, maupun empati petugas, secara nyata meningkatkan kepuasan masyarakat terhadap program "Satu Hari Siap". Dengan demikian, peningkatan kualitas pelayanan secara konsisten menjadi faktor penting dalam menjaga dan meningkatkan kepuasan masyarakat pada pelayanan administrasi kependudukan.

Kata kunci: Kualitas Pelayanan, Kepuasan Masyarakat, Satu Hari Siap, Administrasi Kependudukan, Disdukcapil.

Introduction

Public Service quality is defined as the expected level of perfection and control over the level of perfection to meet customer desires, according to Wickof (Zulian Yamit, 2010:47). Service standards are benchmarks that are used as guidelines for service delivery and a reference for service quality assessment as an obligation and promise of the organizer to the community in the context of quality, fast, easy, affordable, and orderly services. Public service providers are required to apply the principles of effectiveness, efficiency, innovation, and quality commitment. By implementing public service standards properly, the organizers can produce community satisfaction as the party receiving services.

The quality of service is viewed more broadly, where not only the outcome aspect is emphasized, but also includes processes, environment, and people. Civil Registration is an agency that aims to carry out the most complete and clear registration, recording and bookkeeping, as well as providing a large amount of legal certainty for birth, recognition, marriage and death events. At the Meranti Islands Population and Civil Registration Office (Disdukcapil) Before the entry of the "One Day Ready" service program, the service process was considered slow and often problematic. People had to wait between five and one week to get various administrative services. In fact, due to inconsistencies in files or unclear information, they often had to go back and forth. This caused people to be dissatisfied with the services provided. The "One Day Ready" service program from the Meranti Islands Disdukcapil is an innovation in public services that aims to accelerate and improve the quality of services to the community. By implementing this program, various population document management services can be completed within one day. The bureaucratic process is now simpler, clearer, and organized, and people no longer need to wait for days.

Putra et al, (2015) stated that: "Community satisfaction is a comparison between the community's belief, namely the customer itself that he will receive and the quality of service he receives in the form of performance". Meanwhile, according to Hayati (2019) in (Ma'wa* & , Muh. Ichwan Musa, 2022) indicators of community satisfaction are service clarity, service speed, service completion procedures, and recommendations from others.

Good service is very important in retaining customers. Because a good form of service can attract attention from the community. Well-managed services are expected to meet people's expectations of having a community, because it plays a big role in the comparison of satisfaction and quality evaluation standards. Community satisfaction is a comparison between the community's beliefs, namely the customers themselves that they will receive and the quality of service they receive in the form of performance. The level of service quality is perceived as satisfactory and good, and if the quality of service provided exceeds the expectations of the community, it is perceived as ideal. (Putra et al., 2015).

Major changes made through this program also include simplifying administrative procedures, increasing the use of information technology to accelerate the service process. The success of this program not only improves the quality of public services but also increases public perception of local governments. The level of public satisfaction with the quality of services provided by this program is not yet fully known, although in general this program shows good results. In other words, there is still a need to conduct research on how service quality elements such as reliability, responsiveness, assurance, empathy, and physical evidence affect the level of customer satisfaction of services.

The types of services offered by this program for population registration include the amendment and issuance of Family Cards (KK), the issuance of NIK for Indonesian citizens and foreigners, the recording and printing of e-KTP, Child Identity Cards (KIA), the management of transfer letters and letters of arrival. As for civil registration, there is a deed of death, birth, marriage and divorce. Major changes made by this program include simplifying administrative procedures, increasing the use of information technology to speed up the service process. This success not only improves the quality of public services but also increases public perception of local governments. The level of public satisfaction with the quality of services provided by this program is not yet fully known, although in general this program shows good results. In other words, there is still a need to conduct research on how service quality elements such as reliability, responsiveness, guarantee, empathy, and physical evidence affect the level of customer satisfaction of services.

Research on public services to the community has indeed been carried out by other researchers. However, the tag line "One Day Ready" is an interesting and different thing to be researched. The Effect of Service Quality on Community Satisfaction In the "One Day Ready" service program of the Meranti Islands Disdukcapil focuses on a breakthrough in one-day working services that include various types of population administration services, not only on the creation of E-KTP.

Good public service is very important in retaining customers. Because a good form of service can attract attention from the community. Well-managed services are expected to meet the expectations of the community, because it plays a big role in the comparison of satisfaction and quality evaluation standards. Community satisfaction is a comparison between the community's belief, namely the customers themselves that they will receive and the quality of service they receive in the form of performance. The level of service quality is perceived as satisfactory and good, and if the quality of service provided exceeds the expectations of the community, it is perceived as ideal. (Putra et al., 2015).

Therefore, aim focus of this research is to find out how much the influence of service quality on community satisfaction in the Meranti Islands Population and Civil Registration Service One Day Ready Service program.

Research Method

This study uses a quantitative descriptive approach to measure and analyze the influence of service quality on community satisfaction in the "One Day Ready" program at the Disdukcapil of Meranti Islands Regency. The research population includes all people who use the service, while the determination of the number of samples is carried out using the Slovin formula, Sugiyono (2010) said that the research sample is the number or characteristics of the population studied. So that 316 respondents were obtained as a sample. Data collection was carried out using a Likert scale questionnaire, which was compiled based on five variables, namely tangible, reliability, responsiveness, assurance, and empathy, as well as community satisfaction variables as dependent variables.

The research instruments were tested through validity tests and reliability tests to ensure the accuracy and consistency of the data. Furthermore, the data were analyzed quantitatively using multiple linear regression analysis. The purpose of this test was to see if there was a significant or insignificant correlation (Sugiyono, 2013). Additional analyses such as the determination coefficient (R^2) test, t-test, and F test were used to assess the strength of the model and the significance of the influence of variables. The entire data processing process was carried out with the help of the SPSS application.

Result

1. Multiple linear regression analysis.

The researcher used a simple linear regression test to determine the influence of the two variables with a significance provision of <0.05 . The purpose of this test was to see if there was a significant or insignificant correlation (Sugiyono, 2013). The SPSS Statistics 27 tool for Windows was used to analyze the data in this study.

Table 1. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	35.616	4.300		8.283	0,00
Tangible (X1)	1,386	.259	.278	5.669	0,00
Reliability (X2)	2.007	.284	.334	7.078	0,00
Responsiviness (X3)	2.037	.287	.338	7.090	0,00
Assurance (X4)	.660	.296	.098	2.232	0,026
Empathy (5)	1.296	.234	.261	5.538	0,00

Source: Processed Researcher (SPSS), 2025.

Based on the table above, showing the significant value of each variable, it can be seen that the Tangible variable has a significant value of 0.00 smaller than the standard value of 0.05, the reliability

variable has a significant value of 0.00 smaller than the standard value of 0.05, the Responsiviness variable has a value of 0.00 smaller than the standard value of 0.05, the Assurance variable has a significant value of 0.025 smaller than the standard value of 0.05, and the Empaty variable with a significant value of 0.00 is smaller than the standard value of 0.05. Therefore, it can be concluded that from these results, it can be concluded that the idenpendent variables (Tangible, Reliability, Responsisiviness, Assurance, and Empathy) have a positive and significant effect on the dependent variables of Community Satisfaction at the Meranti Islands Population and Civil Registration Office.

2. T test (Partial)

The t-test is used to test the independent variable partially and to test the bound variable significantly. Public satisfaction partially has a significant effect on the quality of service, if the t-value of the table is calculated $> t$ means that there is a significant influence between the independent variable on the bound variable.

Table 2. Result T test

Variabel	t-hitung	t-tabel	Sig	Ket
<i>Tangible</i>	5.669	1,968	0,000	H1 diterima
<i>Reliability</i>	7.078	1,968	0,000	H2 diterima
<i>Responsiviness</i>	7.090	1,968	0,000	H3 diterima
<i>Assurance</i>	2.232	1,968	0,026	H4 diterima
<i>Empathy</i>	5.538	1,968	0,000	H5 diterima

Source: Processed Researcher (SPSS), 2025.

Based on the significance value of the table above, the value for the Tangible variable is obtained that the value of t-count = 5.669 is greater than the t-table = 1.968, for the Reliability variable the value of t-count = 7.078 is greater than the t-table = 1.968, as well as the Responsiviness variable with the value with t-count = 7.090 greater than the t-table = 1.968, for the Assurance variable the value with t-count = 2.232 greater than the t-table = 1.968, and the Empathy variable with the value of t-count = 5.538 greater than the t-table = 1.968. From these results, it can be concluded that the idenpendent variables (tangible, reliability, responsiveness, assurance, and empathy) have a positive and significant effect on the dependent variables of Community Satisfaction at the Meranti Islands Population and Civil Registration Office.

3. Coefficient of Determination

The determination coefficient is a measure that shows how much diversity exists in the dependent variable that can be explained by the conjective variable (Nawari, 2010).

Table 3. Coefficient Determination

	R	R Square	Adj R Square
<i>Tangible</i>			
<i>Reliability</i>			
<i>Responsiviness</i>	0,803	0,644	0,617
<i>Asurance</i>			
<i>Empathy</i>			

Based on the table above, it shows that there is a significant influence between service quality on community satisfaction. Where it is known that R (correlation coefficient) of 0.803 or 80.3% indicates a very strong relationship between service quality and community satisfaction. The Adjusted R Square table shows the influence of independent variables (tangible, reliability, responsiveness, assurance and empathy) on the dependent variables of community satisfaction of 0.617 or in other words the quality of service affects community satisfaction by 61.7%, while the remaining 39.3% is influenced by other factors outside this study.

Discussion

The results of the study show that independent variables (tangible, reliability, responsiveness, assurance, assurance, and empathy) service quality have a significant impact on the dependent variables of community satisfaction in the one-day service program ready at the population and civil registration office. There is a positive influence between the two variables, which means that the better the quality of service, the higher the community satisfaction. On the other hand, the worse the quality of service, the lower the community satisfaction.

Tangible variables have a positive and significant effect on community satisfaction, as shown by the t-count value (5.669) > from t-table (1968) and the significance value of < 0.05. The results of this study show that the community highly assesses the importance of the physical condition of services such as service rooms, administrative facilities, and the appearance of officers in supporting the "One Day Ready" program. The service place is considered decent and the neat appearance of the officers gives a professional impression so as to increase the comfort of the community during the service process. Moenir (2010) emphasized that the comfort of service is greatly influenced by the quality of space, environmental cleanliness, and the availability of supporting facilities.

The reliability variable also has a positive and significant effect, which is evidenced by the t-count value (7.078) > t-table (1.968) and the significance value of < 0.05. indicating that the public considers the Meranti Islands Disdukcapil officers to have reliable abilities in providing services. This can be seen from the accuracy of the officers when processing documents, the clarity of the service standards used, and their ability to carry out procedures appropriately. This condition creates a sense of confidence for the public because the services received are not only fast, but also in accordance with the rules and accurate. This is in line with Lupiyoadi (2016) who stated that reliability is related to the ability of service providers to keep service promises in a timely and satisfactory manner.

Responsiveness has been proven to have a positive and significant effect on satisfaction, with a t-count value (7,090) > t-table (1,968) and a significance value of < 0.05. indicating that the community assesses that the speed and alertness of the Meranti Islands Disdukcapil officers are good. This can be seen from the services provided quickly and the ability of the officers to respond to community complaints so that the service process can be completed without long waiting times. This responsiveness supports the principle of the "One Day Ready" program, where the community obtains population documents quickly and efficiently. This opinion is in accordance with Tjiptono (2011) who explains that responsiveness includes the readiness and willingness of employees to help the community quickly and alertly.

Assurance showed a positive and significant influence, as the t-count (2.232) > the t-table (1.968) and the significance value were below 0.05. It shows that the public still considers the services of the Meranti Islands Disdukcapil to be good in providing a sense of security, especially through the friendly attitude and competence of the officers in providing explanations. The majority of respondents also stated that officers are able to convey information clearly, including regarding the certainty of costs that do not contain hidden elements and guarantees that the service process will be completed on time. This condition shows that the aspect of service assurance has run effectively and has succeeded in building public trust in the services provided. This view is in accordance with Kotler (2009) who explains that assurance includes knowledge, politeness, and the ability of employees to foster confidence for customers, including certainty about costs and service procedures.

Empathy has a positive and significant effect on community satisfaction, shown by the t-count value (5.538) > t-table (1.968) and the significance value of $0.000 < 0.05$. The results of this study show that the community continues to give a positive assessment of the friendliness, concern, and ability of the Meranti Islands Disdukcapil officers to understand their needs. Based on the conditions in the field, the community feels more comfortable because the officers serve politely, provide easy-to-understand explanations, and treat each applicant fairly without discrimination. This empathetic attitude fosters a sense of appreciation for the community and helps shape the image of the "One Day Ready" service as a humanist service. Based on Hamdani (2006) explained that empathy is a sincere concern and a personal approach given to customers by understanding their needs and desires.

Conclusion

From the analysis of the data that has been carried out and the discussion that has been stated previously, it can be concluded that there is a positive influence between the independent variables (tangible, reliability, responsiveness, assurance, and empathy) and the dependent variables (community satisfaction) in the one-day service program ready by the Meranti Islands Population and Civil Registration Office.

A study on the influence of service quality on community satisfaction in the "One Day Ready" program at the Population and Civil Registration Office (Disdukcapil) of Meranti Islands Regency showed very solid and scientifically significant analysis results. Substantially, this study succeeded in proving that the five dimensions of service quality, which include physical evidence, reliability, responsiveness, assurance, and empathy, had a positive and significant effect on the level of community satisfaction. This empirical finding was strengthened by a determination coefficient value (R^2) of 61.7%, which proves that the majority of variations in public satisfaction are directly determined by the quality of services provided, while the remaining 38.3% are influenced by other factors outside the research model.

The substance of the conclusion of this study clearly confirms the success of bureaucratic transformation through the innovation of the "One Day Ready" program which succeeded in cutting the processing time of population documents from five days to one week to be completed in just one day. The results of the analysis of 316 respondents showed that this public service innovation was predominantly used by the productive age group of 20 to 35 years old (53%) and the group of housewives (27%). The high level of public satisfaction is based on the certainty of service time, clarity of administrative procedures, the absence of hidden costs (free services), and the politeness and professionalism of the apparatus in serving public needs.

Moving on to the substance of practical advice, this study provides concrete direction for the management of the Meranti Islands Regency Disdukcapil to focus attention on improving technical infrastructure and the reliability of information technology. Given the geographical character of the archipelago, operational obstacles such as internet network disruptions, power outages, and limited supply of e-ID card blanks must be handled anticipatory so that the sustainability of the program is maintained. In addition, increasing the capacity of human resources through empathy-oriented service training and optimizing public complaint channels are crucial steps in ensuring consistent justice and service quality throughout the region.

Meanwhile, the substance of the academic suggestion encourages the next researcher to expand the scope of the study by exploring 38.3% of other variables that have not been revealed in this research model. An in-depth study of external variables such as the level of digital literacy of the community, public leadership, bureaucratic organizational culture, and accessibility of inter-island transportation is considered very potential to complement the existing findings. In addition, the application of qualitative methodologies or mixed methods is highly recommended to explore social dynamics and community perceptions in a more holistic manner, especially for residents living in remote island areas.

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Author's Bio*

MHD. Rafi Yahya, Universitas Abdurrahman Walid, Ilmu Pemerintahan, email: mhd.rafi.yahya@univrab.ac.id