The Effect of Public Services on Community Satisfaction in the Capil Office, Muara Badak, Kutai Kartanegara Regency

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Abstrak

This study aims to determine and analyze the effect of public services which consists of 3 dimensions of service quality as variables, namely responsiveness, reliability, and empathy to community satisfaction. This research approach uses a quantitative approach through primary data obtained by distributing questionnaires to people who have done management at the Capil Office of Muara Badak District with a sample of 100 people based on the minimum number of respondents for the Community Satisfaction Index. Sample data collection was done by accidental sampling technique. Based on the results of the analysis, it found from the results of research on factors that affect the satisfaction of the estuary rhino community, conclusions can be drawn from the three factors studied, namely Responsiveness, Reliability, and Empathy, all of these variables have a positive and significant effect on community satisfaction at the District Capil Office of Muara Badak, Kutai Kartanegara Regency.

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1. Introduction

Public service is one of the responsibilities of government agencies, be it at the center, in the regions, or in the village. The implementation of this public service is one of the functions of the government in facilitating the community in using their rights and obligations (Wuri, et al 2017). Thus, the service is an implementation of the rights and obligations between the state/government and the community which must be realized in a balanced manner in the provision of services by the state/government apparatus. Along with this, people's demands for quality services continue to increase from time to time. These demands are growing along with the growing awareness that citizens have the right to be provided with services. To realize the rights of the community, good work effectiveness is required from government agencies (Moningka, 2014).

The provision of public services by government employees to the public (public) is the embodiment and function of state employees as public servants (servants), in addition to being state servants. People need services to meet various kinds of needs that cannot be met alone, even at the extreme it can be said that service cannot be separated from human life (Nugraheni, 2015). In this condition, state employees are required to be better able to improve their performance (excellent service) and are expected to be better able to formulate concepts or create a conducive climate, so that development resources can be a driving force for the acceleration of the realization of an independent and prosperous society (Umar, 2020) and the creation of community satisfaction. served.

The basic principle of community or public satisfaction depends on the perceptions and expectations of the community to get good service or excellent service. The satisfaction of the community or the public is highly dependent on the quality of implementation provided by the institution. Quality in service delivery, nowadays is a very normative demand. Society in general can no longer meet their needs only on the basis of government standards, but also demands a quality service which is determined by the needs of the community itself. These needs are addressed both to private goods and to public goods (Lean, Iain Mc, 1999 in Sanggarwati et al 2017).

Efforts to improve the quality of services to the community are activities that are carried out continuously and continuously by all levels of the state apparatus at all levels of service to the community by government officials who continue to be improved, so as to achieve the expected quality (Agustina, et al 2019).

The Capil Office of Muara Badak District, which is the office that provides services in Muara Badak District with a population of 57,712 people (official website of Kartanegara Regency). As an effort to provide services to the community, the Muara Badak Capil Office is required to provide satisfaction, thus the community will also be more confident in the quality of the Muara Badak District Capil Office services. The service for making a birth certificate is one example of a form of population administration service at the Capil Office of Muara Badak District. Based on the initial survey of observations that the author has conducted on some people in Muara Badak District, it was found that the things that made them feel unsatisfied with the service for making Birth Certificates at the Muara Badak District Office, Kutai Kartanegara Regency, including the inaccuracy of time in making, and relatively long service time.

In providing public services that are in accordance with the expectations of the community, the services provided by the Muara Badak Capil Office have dimensions of service quality including responsiveness, reliability, and empathy, where these three dimensions become benchmarks in providing services by the Capil Office of Muara Badak District as a public service provider, so that then a sense of satisfaction arises from the community. Based on this background, the problems formulated are as follows:

1. Does Responsiveness have a significant effect on the satisfaction of the people of Muara Badak District?
2. Does Reliability have a significant effect on the satisfaction of the people of Muara Badak District?
3. Does Attention (Empathy) have a significant effect on the satisfaction of the people of Muara Badak District?

2. Literature Review

Public Service

According B.Linois, in the book of public ethics of public service definition is "all the activities whose fulfillment must be guaranteed, regulated, and controlled by the government, because it is necessary for the realization and development of social interdependence, and essentially , its realization is difficult to implement without the intervention of government forces. (Haryatmoko, 2011)

Furthermore, according to Kepmenpan No.63/KEP/M.PAN/7/2003, the public is all services carried out by the administration of public services, as an effort to fulfill the needs of service recipients as well as the implementation of statutory regulations. (Sinambela, et. al., 2010). In public service to the community, the principles of public service include the following:

1. Simplicity Public service procedures are uncomplicated, easy to understand and easy to implement.
2. Clarity of, that is technical and administrative requirements of good service, work units/officials who are authorized and responsible for providing services and resolving

complaints/problems/disputes in the implementation of public services, details of public service fees and payment procedures.

3. Certainty of Time, the implementation of public services can be completed within a predetermined period of time.

4. Security, Public service processes and products provide a sense of security and legal certainty.

5. Responsibilities, the leader of the public service provider or the appointed official is responsible for the administration of the service and the resolution of complaints/problems in the implementation of public services.

6. Completeness of Facilities and Infrastructure, availability of adequate work facilities and infrastructure, work equipment and other supports including the provision of telecommunications and information technology (telematics) technology facilities.

7. Ease of Access, adequate places and locations as well as service facilities are easily accessible by the public and can utilize telecommunications and information technology.

8. Discipline, Politeness, and Hospitality, service providers must be disciplined, polite and courteous, friendly, and provide services sincerely.

9. Comfort, the service environment must be orderly, organized, provided a comfortable, clean, tidy waiting room, a beautiful and healthy environment and equipped with supporting facilities such as parking, toilets, places of worship and others. (Rahmayanty, 2013).

Types of Public Services

Emergence of public or public services is due to the existence of interests, and these interests take various forms so that the public services carried out are of several kinds. According to Hardiyansyah (2011), the types of public or public services provided by the government are divided into three groups, namely:

a) Administrative
Administrative services are services in the form of providing various forms of documents required by the public, for example: Making Identity Cards (KTP), Land Certificates, Birth Certificates, Death Certificate, Motorized Vehicle Ownership Book (BPKB), Vehicle Registration Certificate (STNK), Building Permit (IMB), Passport, and so on.

b) Goods Service Goods
Goods services is a service that produces various forms/types of goods that become public needs, for example: telephone network, electricity supply, clean water supply.

c) Services
Services are services that produce various forms of services needed by the public, for example: higher and secondary education, health care, transportation, postal services, environmental sanitation, solid waste, disaster management, social services. (Hardiyansyah, 2011)

Quality of Public Service

Quality of service is all forms of activities carried out by the company in order to meet consumer expectations. Service in this case is defined as a service or service delivered by the service owner in the form of convenience, speed, relationship, ability and hospitality aimed at the attitude and nature of providing services for customer satisfaction. Quality of service *(service quality)* can be determined by comparing the perceptions of consumers for real services they receive / get the actual service they expect / want to attributes of an enterprise service. Service quality is a measure of how well the level of service provided is able to meet customer expectations. (Fandy, 2012)

Dimensions of Service

The quality of service provided by the company certainly does not only aim to provide satisfaction. This includes the dimension of care and services to be off is include:

a) Responsiveness *(Responsiveness)*. Responsiveness is a response / preparedness of employees in helping consumers / customers and provide fast and responsive.
b) Reliability *(Reliability)*. Reliability is the ability to provide services / service promised, accurately and reliably. This means that the services provided must be reliable and responsible, and employees must be polite and friendly.
c) Attention *(Empathy)*. A concern is the ability to give individual or personal attention to others. (Aminuddin Aziz: pp. 151-155).

Lehtinen and Lehtinen, divide the dimensions of service quality into 3, namely: *interactive quality* relating to personal contact, *physical quality* relating to physical facilities that support service quality and *corporate quality* involving company image. According to Babacus and Boller, divide the dimensions of service quality into 2, namely: *technicaltechnical* (quality) and *functionalfunctional* (quality) technical quality is what customers get, while functional quality refers to how they receive services. (Siwu, 2010)

Concept of Customer Satisfaction

According to Zeithaml and Bitner in the book Customer Service, customer satisfaction is *"customer's evaluation of a product or service in terms of whether that product or service has met their needs and expectations. "* Consumers who are satisfied with the products/services purchased and used will return to using the products offered. Meanwhile, according to Kotler satisfaction is the extent to which a product level is perceived in accordance with buyer expectations. Consumer satisfaction is defined as a product in accordance with the reality accepted by consumers. Consumer satisfaction is measured by how much consumer expectations about products and services in accordance with the performance of a product and their expectations. (Rahmayanty, 2013).

Service satisfaction according to Kepmenpan No Kep/25/M/Pan/M.2014 is the result of opinions and assessments of the performance of services provided by the apparatus of public service providers. In general, satisfaction can be defined as the presence of togetherness between the performance of products and services received with the performance of products and services expected by consumers. (Sangadji and Sopiah, 2013).

Measurement of Customer Satisfaction

In the excellent service management book by Rahmayanty (2013), there are several indicators of Community Satisfaction (IKM) taken from several indicators and referring to KEPMENPAN NO KEP/25/M.PAN/2/2004, including the following:

a) Procedure.
b) Terms of Service.
c) Service Officer Clarity.
d) Service Officer Discipline.
e) Responsibilities of Service Officers.
f) Capabilities of Service Officers.
g) Service Speed.

 Based on the service principle as stipulated in the Decree of Men.PAN Number: 63/KEP/M.PAN/7/2003, which was later developed into 14 "relevant, valid" and "reliable" elements, as the minimum elements that must exist for the basis of The measurement of the community satisfaction index is as follows:

a) Service procedure, namely the ease of service stages provided to the community in terms of the simplicity of the service flow.

b) Service Requirements, namely technical and administrative requirements needed to obtain services according to the type of service.

c) Clarity of service officers, namely the existence and certainty of officers who provide services, names, positions and authorities and responsibilities.

d) Discipline of service officers, namely the seriousness of officers in providing services, especially on the consistency of working time in accordance with applicable regulations;

e) Responsibilities of service officers, namely clarity of authority and responsibility of officers in the implementation and completion of services;

f) The ability of service officers, namely the level of expertise and skills possessed by officers in providing / completing services to the community;

g) Speed of service, namely the target time of service can be completed within the time determined by the service provider unit;

h) Justice in getting services, namely the implementation of services by not distinguishing the class/status of the community being served;

i) Courtesy and friendliness of officers, namely the attitude and behavior of officers in providing services to the community in a polite and friendly manner and mutual respect and respect;

j) The reasonableness of service costs, namely the affordability of the community to the amount of fees determined by the service unit;

k) Certainty of service fees, namely the suitability between the fees paid and the fees that have been determined;

l) Certainty of the service schedule, namely the implementation of the service time, in accordance with the provisions that have been set;

m) Environmental comfort, namely the condition of service facilities and infrastructure that are clean, neat, and orderly so that they can provide a sense of comfort to service recipients;

n) Service Security, namely ensuring the level of environmental security of the service provider unit or the facilities used, so that people feel at ease to get service against the risks resulting from the implementation of the service. (Www.bpn.go.id)

Community Satisfaction Index (IKM) according to KEPMENPAN NO KEP/25/M PAN/2/M.2004 is data and information about the level of community satisfaction obtained from the results of quantitative and qualitative measurements of public opinion in obtaining services from the apparatus of public service providers by comparing their expectations and needs. (Rahmayanty, 2013).

According to the MENPAN Decree No. 63 of 2004, to be able to provide satisfactory services for service users, service delivery must meet the service principles, namely:

1. Transparency, namely being open, easy and accessible and provided adequately and easy to understand;

2. Accountability, which can be accounted for in accordance with the provisions of laws and regulations;

3. Conditional, namely in accordance with the conditions and capabilities of the service provider and recipient while adhering to the principles of efficiency and effectiveness;

4. Participatory, namely encouraging community participation in the implementation of public services by taking into account the aspirations, needs and expectations of the community;

5. Equality of Rights, which is non-discriminatory in the sense of not discriminating against ethnicity, race, religion, class, gender and status;

6. Balance of Rights and Responsibilities; namely the giver and recipient of public services must fulfill the rights and obligations of each party.

Factors Affecting Satisfaction

The factors that influence customer perceptions and expectations are needs and desires, past experiences, experiences from colleagues, and communication through advertising. (Nasution, 2001). There are five factors that affect customer satisfaction are:

1. Product quality. Customers will feel satisfied if their evaluation results show that the products they use are of high quality.
2. Price. Products that have the same quality as other service products, but are set at a lower price, will provide higher value to their customers.
3. Service quality. In the industry, it is absolute that customers will be satisfied if they get good service or according to what customers expect.
4. Price. Products that have the same quality as other service products, but are set at a lower price, will provide higher value to their customers.
5. Cost. Customers who do not need to incur additional costs or do not waste time to get a product/service (the sacrifice is getting smaller), tend to be satisfied with the product/service. (Lupiyoadi, 2001).

Theoretical Framework

In government agencies, every employee as a service provider is required to provide the achievement of good work results from the work he does, so that the government can provide the results of their work to the community through services provided in the form of quality services that have dimensions responsiveness *(responsiveness)*, reliability *(reability)*, attention *(empathy)*, where the three dimension is becoming a benchmark in providing service by the office of Muara Badak Capil as public service providers.

Thus the public can directly assess whether the services provided are in accordance with the wishes and expectations of the community. In accordance with the concept that has been described, there is a significant relationship between the influence of public services at the Muara Badak Civil Service Office on the satisfaction of the people of Muara Badak. The theoretical framework in this research can be described as follows:

Figure 1. Research Framework
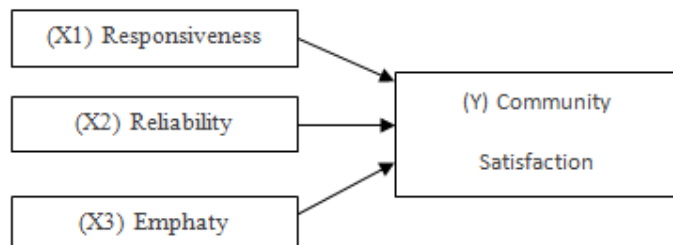
Research Hypotesis

Hypothesis is a temporary explanation of certain behaviors, phenomena, or circumstances that have occurred or will occur. The hypothesis is the researcher's statement about the relationship between the variables in the study, and is the most specific statement. On the basis of the problem and the purpose of the discussion in this research, the hypothesis put forward is:

H1: Variable Responsiveness has a significant influence on customer/community satisfaction in the Capil Office Muara Badak.

H2: Variable Reliability has a significant influence on customer satisfaction / society in the Capil Office Muara Badak.

H3: Attention variable Empathy has a significant influence on customer/community satisfaction in the Capil Office Muara Badak

3. Method, Data, and Analysis

The research design uses a descriptive quantitative approach or explanatory research, which explains the causal relationship between the independent variable and the dependent variable with the aim of testing the hypothesis that has been proposed. The population in this study were residents of Muara Badak District who received Capil Office services.

The sampling technique used in this study is a non-probability sampling technique with the type of accidental sampling, namely the technique of determining the sample based on the spontaneity factor, meaning anyone who accidentally meets the researcher and in accordance with the characteristics or characteristics, namely the people who are customers of the Office Capil Muara Badak, then that person can be used as a sample (respondent) as a basis for data collection. The research sample is targeted at 100 respondents according to the minimum number of respondents in the preparation of the Community Satisfaction Index which was chosen by accident. Furthermore, respondents will respond to questions, and through certain answer choices contained in questionnaires adapted from relevant instruments packaged in closed forms (close ended questions or statements), using a Likert scale of 1 – 5 (from very unsatisfactory to very dissatisfied). very satisfactorily).

The data analysis used for testing research data, in the form of:

Data Quality

a. Validity Test
Validity is the accuracy of the measuring instrument against what is measured even with the reliability of the measuring instrument itself, this means that the measuring instrument must have good accuracy, especially if the measuring instrument is used. so that the validity will increase the weight of the truth of the data desired by the researcher. To find out whether the research is valid or not, a decision-making technique is used.

If r count > r table, then the statement is declared valid.

If r count < r table, then the statement is declared invalid.

b. Reliability Test
Reliability test is an instrument of stability between the results of observations with the measurement instrument / on the validity test so that the suitability of the measuring instrument with the measured so that the measuring instrument can be trusted or reliable. To achieve the expected level of sensitivity of the reliability of the measuring instrument, it is necessary in advance to know what is actually being measured and the expected data collection method. The criteria for making the decision on the reliability test in this study are: The instrument is declared reliable if the Cronbach's Alpha value is > from 0.6. The instrument is declared unreliable if Cronbach's Alpha < 0.6

Normality Test

The data normality test is carried out to see whether the data is normally distributed or not. The purpose of the normality test is to find out whether in the regression model the confounding variables or residuals are normally distributed. The way to detect whether the residuals are normally distributed or not is the *Kolmogrov-Smirnov* Test contained in the SPSS program, with a coefficient > 0.05 so it is said to be normal.

Research Hypothesis Test

a. **Partial Test (t)**
Partial test was conducted to determine the magnitude of the influence of each independent variable, namely the influence of public services on the satisfaction of the Capil community in Muara Badak District. The t-test criteria in the study are as follows:

Ho = Partial independent variable has a significant influence on the level of community satisfaction in the Capil Office of Muara Badak District.

Ha = Partial independent variables have a significant influence on the level of community satisfaction in the Capil Office of Muara Badak District.

If $t_{table} > t_{count}$ then Ha is accepted and Ho is rejected at a = 5%

If $t_{table} > t_{count}$ then Ha is rejected and Ho is accepted at a = 5%

b. Simultaneous Test (F)

The f test basically shows whether the independent variables included in the model have an influence together on the dependent variable. Test criteria by comparing F_{count} with F_{table}: $F_{count} < F_{table}$ then Ho is accepted or Ha is rejected. This means that the independent variables together do not affect the dependent variable significantly. $F_{count} > F_{table}$ then Ho is rejected and Ha is accepted. This means that the independent variables together affect the dependent variable significantly.

Multiple Regression

Analysis This analysis is intended to determine the magnitude of the influence of customer satisfaction on services at the Capil Office of Muara Badak District by using the multiple linear regression formula, namely:

Y = a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5 + e

Where:

Y   : Customer Satisfaction with the services of the Capil Office in Muara Badak District.

X1: Power Response / *Responsiveness*

X2: Reliability / *Realiabilitas*

X3: Attention / *Empathy*

A: Constant

b: Correlation

e: Error term

4. Result and Discussion

Statistics Descriptive

Descriptive statistics were used to determine the level of responsiveness, reliability, and attention to Customer Satisfaction in the services of the Capil Office of Muara Badak District. The measurements used in this study are the *minimum* value, *maximum* value, *mean*, and standard deviation.

Table 4.1 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
x1	100	16.00	35.00	28.4400	3.68266
x2	100	18.00	30.00	24.1600	2.92575
x3	100	19.00	35.00	28.4800	3,43035
y	100	24.00	65, 00	52.0100	8.16434
Valid N (listwise)	100				

Source: SPSS Test Results (2025)

a. Responsiveness
   Based on the results ofdata processing *statistical descriptive*, the independent variable (X1), namely Responsiveness, has avalue *minimum* of 16.00 and avalue *maximum* of 35.00 . The average value (*mean*) is 28.4.

b. Reliability
   Based on the resultsdata *of descriptive statistical*processing,the second independent variable (X$_{2)}$,namely reliability has *minimum value* of 18.00 and *maximum value* of 30.00, the value of the average(*mean*)of 24.1.

c. Attention
   Based on the results ofdata processing *statistical descriptive*, the third independent variable (X$_3$) namely Attention has a minimum value of 19.00 and a maximum value of 35.00. The(*meanmean*) of trained users was 28.4.

Validity Test and Reliability Test

Testing the validity of the instrument using statistical software, the validity value can be seen in thecolumn *Corrected Item-Total Correlation.* If the correlation number obtained is greater than the critical number *(r-count > r-table)* then the instrument is said to be valid. Based on the results of the validity test, it can be concluded that all question items to measure each research variable are declared valid. It can be seen that the r-count is greater than the r-table.

Reliability test was conducted to measure whether or not the questionnaire used to measure the research variables was reliable or not. The method used to measure the reliability of each variable is themethod *Alpha Cronbach.* A research instrument is said to be reliable if thevalue *alpha* > 0.6.

Table 4.2 Validity and Test Reliability

Variable	Cronbach Alpha	Correlation
Response (X1)	.845,	654
Reliability (X2)	.845	.615
Attention (X3)	.845	.718
Customer Satisfaction (Y)	.845	.796

Source: SPSS Test Results (2025)

Based on the results of the validity and reliability tests above, all the variables used as instruments in this study are valid and reliable or reliable because they show a *Corrected Item Total Correlation value of* more than 0.3 for validity and ancoefficient value of *alpha* more than 0.6 so it can be used. as a measuring tool that can be relied upon or trusted.

Hypothesis Test Results

Classical assumption test

The classical assumption test aims to seethere are classical deviations from the research variable data including the classical assumption test, namely:

Normality Test

Normality test is used to determine whether the data is normally distributed or not. A good regression model is to have a normal or close to normal data distribution.

Figure 2. Normality Test
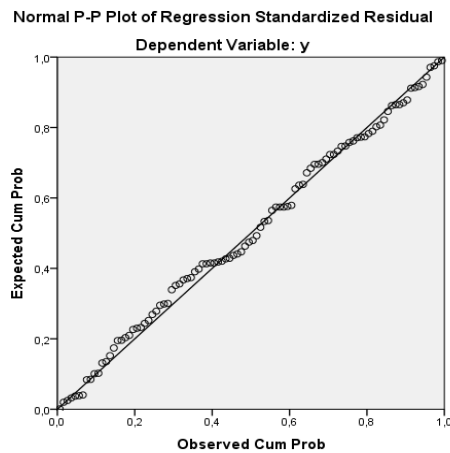
Source: SPSS Test Results (2025)

Based on the picture above, all of the small circles circle the diagonal line, so it can be concluded that all variables are normally distributed.

Multiple Linear Regression Test

Multiple Linear Regression Test to determine whether there is an effect of the independent variable on the dependent variable. The magnitude of the influence of the independent variables on the dependent variable together can be calculated through a multiple regression equation.

Table 4.3 Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12,014	4,922		2,441	,016
x1	,713	,163	,322	4,362	,000
x2	,493	,208	,177	2,365	,020
x3	1,118	,178	,470	6,275	,000

a. Dependent Variable: y

Source: SPSS Test Results (2025)

From the table above, the following regression formula can be obtained:

$Y = 12.014 + 0.713X_1 + 0.493X_2 + 1.118X_3$

The regression equation above, Constants ($\beta0$) is 12.014 it means if there is a change of variable responsiveness (X_1), Reliability (X_2) and attention (X_3) which affects, the Customer Satisfaction services

office services Capil Muara Badak is 12.014, while the independent variable test results can be explained as follows:

1. Response coefficient value (X_1)of 0.713 positive effect on customer satisfaction (Y). This means that the perception of each increase in Responsiveness, the Customer Satisfaction variable increases by 0.713 with the assumption that the other independent variables remain.
2. Reliability coefficient value (X_2)for 0493 positive effect on customer satisfaction (Y). This means that the perception of each increase in reliability, the variable Customer Satisfaction increases by 0.493 with the assumption that the other independent variables remain.
3. Attention coefficient value (X_3)equal to 0.135 positive effect on customer satisfaction (Y). This means that the perception of each increase in Attention, the Customer Satisfaction variable increases by 0.135 with the assumption that the other independent variables remain.

From the table above shows the results of the t test are:

1. Responsiveness has a positive and significant effect on customer satisfaction partially, this is seen from the significance value smaller than the level of distrust (0.00 < 0.05). for the direction of the effect (sign coefficient) is positive, so, the results obtained that responsiveness has a positive and significant influence on customer satisfaction, the hypothesis Ha1 is accepted.
2. Reliability has a positive and significant effect on customer satisfaction partially, this can be seen from the significance value smaller than the level of distrust (0.020 < 0.05). for the direction of the effect (sign coefficient) is positive, the results obtained that reliability has a positive and significant influence on customer satisfaction, the hypothesis Ha2 is accepted.
3. Attention has a positive and significant effect on customer satisfaction partially, this can be seen from the significance value smaller than the level of distrust (0.00 < 0.05). for the direction of the effect (sign coefficient) is positive, the results obtained that trained users have a positive and significant influence on customer satisfaction, the hypothesis Ha3 is accepted.

F Test

F test the simultaneous (test F) used in this study to see if the independent variable is (X_1)responsiveness (X_2)Reliability (X_3)Attention has a positive and significant effect on the dependent variable that Customer Satisfaction (Y) .

Table 4.4 ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4277.316	3,	1425.772	58.955	000[b]
	Residual	2321.674	96	24.184		
	Total	6598.990	99			

a. Dependent Variable: y

b. Predictors: (Constant), x3, x1, x2

Source: SPSS Test Results (2025)

Based on the table above, it can be concluded that simultaneously (X_1), Responsiveness (X_2), Reliability (X_3) Attention to Customer Satisfaction has a positive and significant effect, it can be seen

from the f count is greater than f table (58.9 > 2.71) and the significance level is smaller than the level of distrust (0.00 < 0.05).

The Coefficient of Determination (R2)

Analysis Coefficient of Determination is made to see how big the influence of variable percentage Responsiveness, Reliability, and Attention to Customer Satisfaction Capil office services Muara Badak.

Table 4.5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,805ᵃ	,648	,637	4,91773

a.   Predictors: (Constant), x3, x1, x2
Source: SPSS Test Results (2025)

Based on the table above, it shows that thevalue *R square* obtained is 0.637 which indicates satisfaction Customers at the Capil office services in Muara Badak District are influenced by the variables of Responsiveness, Reliability, and Attention by 63% and the remaining 37% is influenced by other variables studied in this study.

Discussion of the Hypothesis

The Effect of *Responsiveness (Responsiveness)* X1 on Customer/Community Satisfaction.

From the results of the t-test in table 4.3. The results of the direct influence of the Responsiveness variable have a positive and significant effect on Customer Satisfaction partially, this is seen from the significance value smaller than the level of distrust (0.00 < 0.05). for the direction of the effect (sign coefficient) is positive, so, the results obtained that responsiveness has a positive and significant influence on customer satisfaction, the hypothesis Ha1 is accepted. This means that the Responsiveness of Employees at the Muara Badak Capil Office has been good in providing public services to the community.

Effect of Reliability *(Reliability)* X2 on Customer/Community Satisfaction.

From the results of the t-test in table 4.3, the results of the direct influence of the reliability variable have a positive and significant effect on customer satisfaction partially, this can be seen from the significance value is smaller than the level of distrust (0.020 < 0.05). for the direction of the effect (sign coefficient) is positive, the results obtained that reliability has a positive and significant influence on customer satisfaction, the hypothesis Ha2 is accepted. This means that the Reliability of Employees at the Muara Badak Capil Office has been good in providing public services to the community.

Effect of Attention *(Empathy)* X3 on Customer/Community Satisfaction.

From the results of the SPSS t-test in table 4.3. The results of the direct influence of the variable, Attention have a positive and significant effect on Customer Satisfaction partially, this is seen from the significance value smaller than the level of distrust (0.00 < 0.05). for the direction of the effect (sign coefficient) is positive, the results obtained that trained users have a positive and significant influence on customer satisfaction, the hypothesis Ha3 is accepted. This means that the attention of employees at the Muara Badak Capil Office has been good in providing public services to the community.

5. Conclusion and Suggestion

Conclusions

From the results of research on factors that affect the satisfaction of the people of Muara Badak, it can be concluded from the three factors studied, namely Responsiveness, Reliability, and Attention, all of these variables have a positive and significant effect on community satisfaction in The Capil Office of Muara Badak District, Kutai Kartanegara Regency.

Limitations of the Research

- This research only uses 1 government agency as a sample, so the results obtained cannot be used in general.
- This study only uses 3 X variables, so there are still other factors that are not included in this study that can affect the level of community satisfaction.

Further Research

- The next researcher should expand the scope of research to several agencies in their respective regions, to compare the level of satisfaction of public services provided to the community.
- The other variables/factors that can be added in conducting further research are Service Security, Environmental Comfort and so on.

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