

Indigenous People: The Effect of Service Transactions on the Public Equity Satisfaction of the Siak Malay Ethnic

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Abstract. The purpose of this study was to analyze the effect of service transactions (delivery, timeliness, professionalism, information, staff attitude, organizational politics) on the public equity satisfaction of the Siak Malay ethnic. This research is based on the not yet optimal service transactions at the Siak Regency Tourism Office in developing tourist destinations. This research uses a quantitative approach. The population in this study is the public Siak Malay ethnic. The sample in this study was determined purposive sampling technique using the Slovin formula with a tolerance level of 5% with the resulted in 277 respondents. Data collection using a questionnaire was distributed to respondents with measurements using a Likert scale. Data in this study were analyzed using simple and multiple regression. The results showed that there was a significant influence simultaneous effect of service transactions on public equity satisfaction by 52.2% and its contribution was quite convincing.

Keywords: Service Transactions; Equity; Public Satisfaction

1 Introduction

Based on Law No. 25 of 2009 concerning Public Services, namely: Public services are all forms of activities in the framework of regulating, fostering, guiding, providing facilities, services, and others carried out by government officials as an effort to fulfill the needs of the community following the provisions of the applicable laws. Public services are inseparable from problems of public interest. Public services are needed by the community to support their various needs.

Wherever the government is democratic, justice (equity) is a basic need that must be met [8]. According to O'Kelly and Dubnick (2009), in the framework of creating satisfaction there is the theory of equity (equity theory) and equal and fair (Vigado-Gadot, 2008). [11] equity theory focuses on individuals' perception of how fairly they are being treated compared to others and the behavioral implications of their perceptions. The law of the theory of justice assumes that each party related to the transaction must be the same [12]. Then Daft (2014), Individuals engage in a process of evaluating their social relationships much like they would evaluate economic transactions in the marketplace [11]. Social relationships are an exchange process in which individuals make contributions or investments and expect certain outcomes in return "... people do not assess the equity of an exchange in a vacuum. Instead, they compare their situation

with others' to determine the relative balance. People determine whether an exchange is satisfactory by comparing what happens to themselves with happens to others.

So the equity theory assumes that customers will assess the ratio of the results (outcomes) they get and the inputs they provide, in comparison with the results and input of other citizens in a service transaction. If they see that the outcome ratio is not the same, then as a result they feel unfair. The law of justice theory assumes that each party related to the transaction must be treated fairly or properly in the sense that the results (outcomes) obtained and the input of each citizen in the service transaction must be the same. If they are not the same, then injustice will act and cause dissatisfaction. Conversely, if there are similarities between them, they feel fair and cause satisfaction. Thus, customer satisfaction is measured by their perception of fairness. The input includes the information, effort, money, or time required for the transaction. While the results are service benefits in the form of performance and feelings resulting from the transaction [12].

According to Nasution MN (2001: 45), customer satisfaction is a condition in which customer needs, wants, and expectations can be fulfilled through the products consumed. Gerson in Arief (2007: 167) states that customer satisfaction is an expectation that has been met or exceeded. From the opinion of these experts, it can be concluded that customer satisfaction is the level of consumer feelings after comparing the suitability or mismatch between the expectations (expectations) of customers with the perceptions/services received (reality experienced).

Dasman Lanin and Syamsir (2017) have found a TQM-based Local Government Service Model for Customer Satisfaction in a hospital. Then Dasman Lanin and Syamsir (2018) have tested this model in three public sectors, namely the Immigration sector, the Industry, and Labor sector, and the Population and Civil Registry sector, the results show that this model is consistent and shows a significant influence between internal customer satisfaction (employees). with 6 intermediate variables or service transactions (delivery, timeliness, professionalism, information, staff attitude, organization internal politics) and vice versa, service transactions with external customer satisfaction are also seen. The same perception between (1) external and (2) internal customers has also been found.

The Delivery According to Lovelock and Wright (2002: 60) is seen as a system consisting of a service operation system and a service delivery system. Iberahim (2016: 16) states that timeliness or timeliness can be interpreted as the habit of arriving or activities carried out on time. Lanin and Syamsir (2012: 133) state that professionalism is a person's ability and expertise about something both theoretical and practical. Information according to Law Number 14 of 2008 is information, statements, ideas, and signs that contain values, meanings and messages, both data, facts and explanations that can be seen, heard and read which are presented in various packages and format according to the development of information technology and communication electronically or non-electronically[14]. According to Luis Thurstone, Rensis Likert and Carles Osgood, attitude is a state of the self in humans that moves to act or act in social activities with certain feelings in response to the object of the situation or condition in the surrounding environment.

This study focuses on ethnic background, namely the effect of service transactions on equity satisfaction of the Siak Malay ethnic community through variables (delivery, timeliness, professionalism, information, staff attitude, organization political organization) because local wisdom has recently become an aspect of peacemaker of conflict within public management.

Ali Farazman's Sound Governance (strong government) greatly strengthens this local government. Relevant research on the efficacy of ethnic values includes Dasman Lanin (2006) who found that communities in all Nagari in Minangkabau feel more comfortable being managed with ethnic cultural values than top-down management by the government[4]. Then Dasman (2008) shows that identity leadership tends to have a positive impact as the foundation for the initial commitment and capabilities of village leaders and managers[1]. Appreciation for the demands of local identity and culture at the rural level as social capital in government management needs to be developed continuously as a model. Furthermore, research by Wenny & Dasman (2020) shows that there is a significant influence of 66.6% on delivery on service quality at the Department of Manpower and Industry in Padang City[3].

Based on the explanation that the researcher has described, the researcher is interested in conducting research entitled The Effect of Service Transactions on the Equity Satisfaction of the Siak Malay Ethnic Community. The formulation of the main problems in this study are 1) Is there an effect of service transactions on public equity satisfaction ?; 2) Is there any effect of delivery on the Equity Satisfaction of the Malay ethnic community ?; 3) Is there any effect of timeliness on the Equity Satisfaction of the Malay Ethnic Community ?; 4) Is there any influence of information (information) on the Equity Satisfaction of the Malay Ethnic Community ?; 5) Is there any influence of professionalism (professionalism) on the Equity Satisfaction of the Malay Ethnic Community ?; 6) Is there any influence of staff attitude towards the Equity Satisfaction of the Malay Ethnic Community ?;

2 Methodology

The method used in this research is the Associative Quantitative method. Research location at the Siak Regency Tourism Office. The variables used in this study are variable X (independent variable) X1 (delivery), X2 (timeliness), X3 (information), X4 (professionalism), X5 (staff attitude), X6 (Political Organization) to variable Y (dependent variable) Public Equity Satisfaction. The population is the entire ethnic Malay Siak community. The research sample consisted of 277 respondents who were assigned the Multistage Proportionate Stratified Random Sampling technique and using the Slovin formula. While the data collection technique used is a questionnaire that has been in validity and reliability. Then the data that has been collected is processed with simple regression and multiple regression.

3 Finding and Discussion

Research Demographic Characteristics

Demography in question is a descriptive analysis of the respondents studied. The characteristics of the respondents in this study can be described as a whole and generally in the following table:

Table 1. Characteristics of Respondents

Gender	Education	Age	Profession
Male	155 SD / equivalent	45 <20	53 Entrepreneur 65
	SMP / equivalent	27 21 - 30	93 Farmer 43
Women	122 SMA / equivalent	154 31 - 40	56 Household 56
	Diploma I / II / III	10 41 - 50	42 Student / Mahas 45
	Bachelor	39 50 and above	33 Civil servants 30
	Masters / Specialists	2	Honorary 38
Total	277 Total	277 Total	277 Total

Source: Research Results 2020 (data processed)

The table above provides information that the demographic characteristics of this study can be grouped based on four types of groups, gender, education level, age, and occupation. For the sex group, the respondents were predominantly male, namely 155 people, the highest education level group was at the SMA / equivalent level, namely 154 people, for the 21-30 age group dominated by 93 people, and finally for the work status group dominated by entrepreneurs by 65 people.

Hypothesis Test Results

Statistical data processing in this study uses multiple linear regression analysis. Previously, the data had already been tested for the classical assumptions prerequisites. The classical assumption test includes: 1) normality test; 2) linearity test; 3) heteroscedasticity test; 4) multicollinearity test; and 5) Autocorrelation. The classical assumption test analysis is proven to meet the requirements, so that the data is declared suitable for analysis at the next stage, namely the regression test. The results of the regression test can be seen in the table below:

Table 2. Regression Test Results

Model	R	R Square	Adjusted R Square	Sig.
1. The effect of delivery on public equity satisfaction with Malay ethnic in the tourism office of Siak Regency	.636a	.404	.402	.000
2. The effect of the influence of timeliness on public equity satisfaction with Malay ethnic in the tourism office of Siak Regency	.639a	.409	.407	.000
3. The effect of information on public equity satisfaction with Malay ethnic in the tourism office of Siak Regency	.636a	.404	.402	.000
4. The influence of professionalism on public equity satisfaction with Malay ethnic in the tourism office of Siak Regency	.562a	.316	.314	.000
5. The effect of the influence of staff attitude on public equity satisfaction with Malay ethnic in the tourism office of Siak Regency	.635a	.404	.401	.000
6. The influence of political organization influence on public equity satisfaction with Malay ethnic in the tourism office of Siak Regency	.120a	.014	.011	.046
7. The effect of service transactions on public equity satisfaction with Malay ethnic in the tourism office of Siak Regency	.723a	0.522	0.512	.000

Source: Research Results 2020 (data processed)

Based on the table above, it can be seen the influence and the amount of contribution of the influence of each independent variable on the dependent variable. The result of the statistical data processing test proves that each independent variable has a significant effect on public equity satisfaction of ethnic Malay in the Siak district. This is evidenced by the acquisition of a significant value which is below <0.05 . The significance here also means that the effect of each independent variable on the dependent variable has a real and significant effect. The contribution of the influence given is of course different in each variable, but it can be concluded that the biggest contribution occurs in the timeliness variable with a contribution of influence of 40.7%.

Influence Delivery of Public Equity Satisfaction

The results of statistical testing prove that the research hypothesis has shown significant results with the effect value of 40.4% given by delivery of public equity satisfaction ethnic Malay Siak, with a significance value of 0.000. The results of this study are also following the results of previous research conducted by Dasman Lanin, Syamsir dan Aziza Bila (2019) With the title of West Sumatra Regional Government Sector Service Model at the Population and

Civil Registration Service of Pariaman City. The results showed the effect of Delivery of 29.9% on External Customer Equity Satisfaction.

Effect of timeliness Against Public Equity Satisfaction

The results of statistical testing prove that the research hypothesis has shown significant results with the effect value of 40.9% given by timeliness on public equity satisfaction ethnic Malay Siak, with a significance value of 0.000. The results of previous research conducted by Aziza Bila (2018) with the title The Effect of Professionalism and Timeliness on Customer Satisfaction through Responsiveness at the Class II Agam Immigration Office, West Sumatra Province at 33.1%. Then the results of research by Dasman Lanin, Syamsir and Aziza Bila (2019) showed the effect of Timeliness of 26.9% on Customer Satisfaction.

Influence of information Against Public Equity Satisfaction

The results of statistical testing prove that the research hypothesis has shown significant results with the effect value of 40.4% given by delivery of public equity satisfaction ethnic Malay Siak, with a significance value of 0.000. The results of previous research conducted by Dasman Lanin, Syamsir dan Aziza Bila (2019) shows the influence of Information by 27.3% on the External Customer Equity Satisfaction.

Influence of professionalism Against Public Equity Satisfaction

The results of statistical testing prove that the research hypothesis has shown significant results with the effect value of 31.6% given by timeliness on public equity satisfaction ethnic Malay Siak, with a significance value of 0.000. The results of previous research conducted by Aziza Bila (2018) at 17.2%. Dasman Lanin, Syamsir and Aziza Bila (2019) showed the effect of professionalism of 24.7% on customer satisfaction.

The influence of staff attitude Against Public Equity Satisfaction

The results of statistical testing prove that the research hypothesis has shown significant results with the effect value of 40.4% given by Staff Attitude towards public equity satisfaction ethnic Malay Siak, with a significance value of 0.000. These results of previous research conducted by Dasman Lanin, Syamsir dan Aziza Bila (2019) shows the influence of Information of 18.8% on External Customer Equity Satisfaction[2].

The influence of political organization Against Public Equity Satisfaction

The results of statistical testing prove that the research hypothesis has shown significant results with the effect value of 0.14% given by Staff Attitude towards public equity satisfaction ethnic Malay Siak, with a significance value of 0.000. These results of previous research conducted by Dasman Lanin, Syamsir dan Aziza Bila (2019) shows the influence of Information of 13.3% on External Customer Equity Satisfaction[2].

Summary of Model Analysis and Testing

The model conceptualized in this study is to explain and determine the effect of Service Transaction on Public Equity Satisfaction either directly or indirectly. The research conception wants to prove whether or not the independent variable influences the dependent variable. The summary results of the model are as shown in the figure and table below:

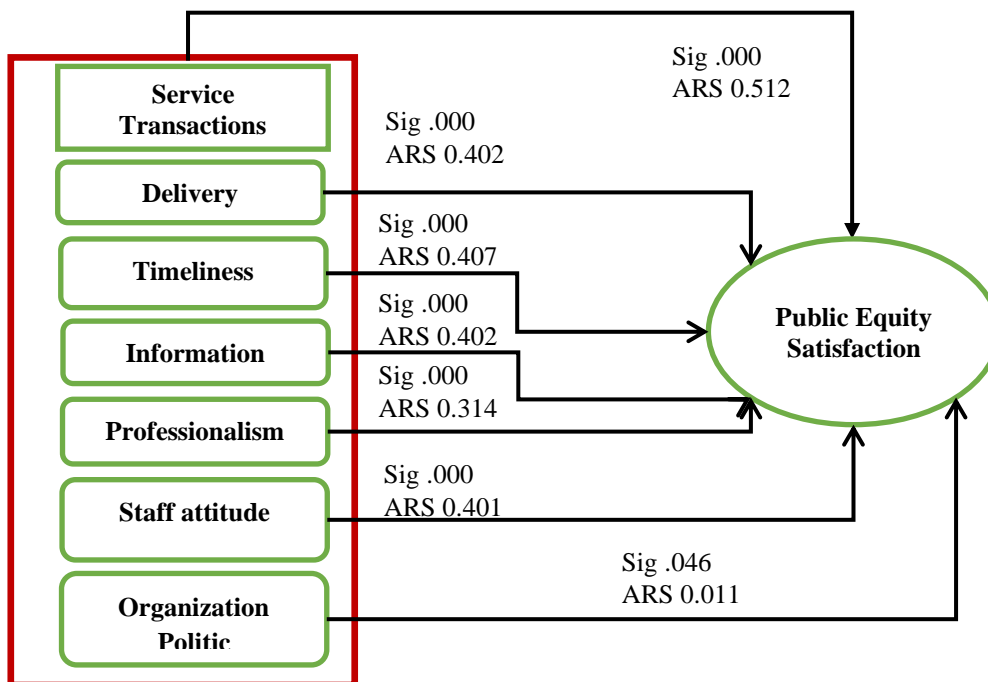


Figure 1. Summary of Regression Test Results (Source: Results of Research Data Processing, 2020)

In the picture above, this study, it can be seen that all the independent variables have a significant effect on the dependent variable, and the amount of contribution that is given is also varied and different in each of the variables.

4 Conclusion

The conclusions of this study are: (1) There is an effect of Delivery on Public Equity Satisfaction of 40.2% with a significance value of 0.000 (2) There is an effect of timeliness on Public Equity Satisfaction of 40.7% with a significance value of 0.000; (3) There is information on Public Equity Satisfaction of 40.2% with a significance value of 0.000; (4) There is an effect of professionalism on Public Equity Satisfaction of 31.4% with a significance value of 0.000; (5) There is an influence of staff attitude towards Public Equity Satisfaction of 40.1% with a significance value of 0.000; (6) There is a political organization influence on Public Equity Satisfaction of 0.11% with a significance value of 0.046 and a positive effect. Through this research, it can also be suggested to the Siak Regency Tourism Agency that in increasing Public Equity Satisfaction, it should still pay attention to Service transactions factors, because the Service Transaction variable is the variable that most influences the Public Equity Satisfaction and has the most dominant / greatest contribution. . With the limitations of the author's resources in researching, the authors suggest that further researchers be able to examine more deeply about service transactions variables and add other exogenous variables in order to produce a broader picture of the level of public equity satisfaction.

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