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The Influence of Service Quality Based on the Servqual Theory on Community Satisfaction at the Patam Lestari Urban Village Office, Batam City

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Abstract – Public service quality is a key factor in achieving community satisfaction. This research examines the impact of service quality on community satisfaction at the Patam Lestari (urban village office) in Batam City, using the SERVQUAL theory, which encompasses five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. The study employed a quantitative approach with a survey design. The population comprised community members using public services at the Patam Lestari Village office, with a sample of 99 respondents determined by the Slovin formula (10% margin of error) and selected via purposive sampling. Data were collected using a standardized questionnaire and analyzed using multiple linear regression in SPSS version 19.0. The results demonstrate that all five dimensions of service quality exert both simultaneous and partial positive and significant impacts on community satisfaction. The findings indicate that improving public service quality across all SERVQUAL dimensions can substantially increase community satisfaction. Consequently, government offices should prioritize the ongoing enhancement of service quality to foster greater public trust and satisfaction.

Keywords: service quality, *Servqual, community satisfaction,* public service, village office

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1. INTRODUCTION

Community satisfaction with public services represents a fundamental challenge facing governments worldwide in the 21st century. In the context of increasingly transparent governance and heightened public accountability demands, citizens expect public institutions to deliver services that are not only efficient and accessible but also responsive to their needs and respectful of their dignity (Raza et al., 2020). The gap between citizen expectations and actual service perceptions has emerged as a critical concern, with numerous studies documenting widespread dissatisfaction with public service delivery across both developed and developing nations (Nguyen & Nguyen, 2022). This expectation-perception gap is particularly problematic at the local government level, where citizens interact most directly and frequently with public services for essential administrative needs (Badri et al., 2015; Htet, n.d.; Piyasunthornsakul et al., 2022; Setijaningrum, 2016). In developing countries, challenges such as limited infrastructure, insufficient training of public officials, unclear service procedures, and inadequate monitoring mechanisms further exacerbate this gap, leading to erosion of public trust and governmental legitimacy (Amin et al., 2020). Therefore, identifying the specific dimensions of service quality that most significantly influence community satisfaction becomes not merely an academic exercise but a practical imperative for improving governance effectiveness and restoring citizen confidence in public institutions.

Public service quality has become a critical determinant in achieving effective and accountable governance (Ayalew, 2024; Nor et al., 2022; Pananrangi et al., 2024; Sofyani et al., 2020). According to Al-Damen (2017), service quality represents an organization's ability to consistently deliver services that meet or exceed public expectations. In the public sector, superior quality service delivery is essential to strengthen government legitimacy and citizen trust (Amin et al., 2020). Similarly, Anjuman and Islam (2021) emphasize that improving service quality in government institutions contributes directly to public satisfaction and perceived administrative effectiveness.

In Indonesia, the principles of professional, transparent, and accountable public services are mandated by Law No. 25 of 2009 on Public Services. As the lowest administrative unit (Village) directly interacting with citizens, the Patam Lestari Urban Village Office in Batam City plays a vital role in providing essential public services, such as issuing domicile certificates, business permits, and civil administration documents. However, various challenges remain, including delays in document processing, insufficient responsiveness of officers, limited facilities, and a lack of clarity in service procedures. These issues can negatively affect public trust and satisfaction (Sembiring & Lestari, 2022).

To evaluate and improve service quality, this study applies the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry, which has been continuously validated and refined in contemporary research (Zeithaml et al., 2018; Jain & Aggarwal, 2021). The SERVQUAL framework identifies five key dimensions—tangibles, reliability, responsiveness, assurance, and empathy—as core indicators of service quality. According to Hussain et al. (2019), these dimensions are essential predictors of user satisfaction in both public and private service institutions. Moreover, Amin and Nasharuddin (2023) note that responsiveness and empathy have become increasingly critical in shaping public perceptions, especially in local government services that require frequent direct interaction with citizens.

Despite the widespread application of SERVQUAL across various contexts, significant research gaps remain, particularly in the Indonesian village government context (Lanin & Hermanto, 2019; Nendi et al., 2025; Rusdi et al., 2025; Sundari & Sartika, 2025). First, previous studies on SERVQUAL in public services have predominantly focused on health services (Bahadori et al., 2017), educational institutions (Teeroovengadum et al., 2019), and higher-level government offices (Chen et al., 2020), with limited attention to village-level governance where citizens have the most frequent contact with government services. A systematic review of recent literature reveals that most SERVQUAL studies in Indonesian public sector contexts examine district- or provincial-level services rather than the foundational village level (Kusumawardani & Asyhari, 2020; Nugroho et al., 2021). Second, while numerous studies confirm the positive relationship between service quality dimensions and satisfaction (Abdullah et al., 2018; Zaim et al., 2019), there is limited understanding of which dimensions are most influential in resource-constrained village government settings where trade-offs in service improvement investments are necessary. Third, the Batam context presents unique characteristics as a rapidly developing industrial city with diverse populations, including migrants from various Indonesian regions, yet this demographic complexity has not been adequately explored in service quality research. Fourth, while SERVQUAL theory has been extensively validated in commercial service contexts, questions remain about whether all five dimensions carry equal weight in public sector contexts where citizens are "captive customers" who cannot easily choose alternative service providers (Ryzin, 2013; Morgeson & Petrescu, 2019).

The novelty of this research lies in several key aspects. First, it focuses specifically on village-level government services in Indonesia—the most grassroots administrative unit—which has received insufficient research attention despite being the primary point of citizen-government interaction. Second, it examines service quality in

the unique context of Batam City, an industrial hub with particular demographic characteristics and development pressures that may influence service delivery patterns and citizen expectations. Third, this study provides empirical evidence about the relative importance of different SERVQUAL dimensions in a resource-constrained local government setting, offering practical guidance for prioritizing service improvements when resources are limited. Fourth, by examining all five SERVQUAL dimensions simultaneously in the village government context, this research contributes to theoretical understanding of how these dimensions interact and which carry the greatest weight in non-commercial, public sector settings where competition and market forces are absent.

Community satisfaction reflects the degree to which citizens perceive public services as fair, efficient, and responsive to their needs. Raza et al. (2020) argue that satisfaction in the public sector is influenced not only by the technical aspects of service delivery but also by interpersonal communication, trust, and emotional engagement between citizens and service providers. Therefore, the overall quality of public service—when aligned with the SERVQUAL dimensions—can significantly enhance public trust and the image of government institutions (Nguyen & Nguyen, 2022). This conceptualization is particularly relevant in village government contexts where personal relationships and face-to-face interactions form the basis of service delivery, making interpersonal dimensions potentially more influential than in impersonal, technology-mediated service contexts.

Based on these considerations and the identified research gaps, this study aims to analyze the influence of service quality based on the SERVQUAL theory on community satisfaction at the Patam Lestari Urban Village Office, Batam City. Specifically, this research addresses the following questions: (1) To what extent does each SERVQUAL dimension (tangibles, reliability, responsiveness, assurance, and empathy) influence community satisfaction at the village office? (2) Which dimensions have the strongest influence and should be prioritized for improvement given resource constraints? (3) How do the five dimensions collectively explain variations in community satisfaction? (4) What are the practical implications for village government service improvement strategies? The findings are anticipated to provide empirical evidence regarding which service dimensions most strongly influence community satisfaction and to offer recommendations for improving responsiveness, empathy, and reliability in local government service delivery. This research contributes academically by enriching the SERVQUAL literature in public sector and village governance contexts, and practically by providing evidence-based guidance for service quality improvement initiatives at the most

fundamental level of Indonesian public administration.

2. RESEARCH METHODOLOGY

This study used a quantitative research methodology with a survey design to examine the influence of service quality based on the SERVQUAL theory on community satisfaction at the Patam Lestari Urban Village Office, Batam City. The population consisted of residents who had received administrative services at the village office. A total of 99 respondents were selected using Slovin's formula with a 10% margin of error and purposive sampling.

Data were gathered using a standardized questionnaire based on the five SERVQUAL dimensions—tangibles, reliability, responsiveness, assurance, and empathy—with a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Each dimension was represented by five indicators, and community satisfaction was assessed using five additional indicators. The data were analyzed using multiple linear regression in SPSS version 19.0. Prior to regression analysis, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity assessments. The significance of relationships between variables was evaluated using t-tests, F-tests, and the coefficient of determination (R^2) to assess both partial and simultaneous effects of service quality dimensions on community satisfaction.

Instrument Validity Test

Tabel 1. Validity Test Results for Community Satisfaction (Y)

Item	r count	r table	Description
Y1	0.728	0.361	Valid
Y2	0.739	0.361	Valid
Y3	0.803	0.361	Valid
Y4	0.746	0.361	Valid
Y5	0.738	0.361	Valid
Y6	0.749	0.361	Valid

Data source: processed by the author in 2025

The validity test findings indicate that all items (Y1–Y6) possess r count values exceeding the r table value (0.361). This signifies that all statement items are deemed legitimate and may be used for further investigation.

Table 2. Validity Test Results for Physical Evidence (X1)

Item	r count	r table	Description
X1.1	0.896	0.361	Valid
X1.2	0.859	0.361	Valid
X1.3	0.888	0.361	Valid
X1.4	0.866	0.361	Valid
X1.5	0.838	0.361	Valid
X1.6	0.877	0.361	Valid
X1.7	0.857	0.361	Valid
X1.8	0.889	0.361	Valid

Data source: processed by the author in 2025

The validity test results for the Physical Evidence (X1) variable show that all items (X1.1–X1.8) have r count values greater than the r table value (0.361). Therefore, all items are

declared valid and can be used for further analysis.

Table 3. Validity Test Results for Reliability (X2)

Item	r count	r table	Description
X2.1	0.844	0.361	Valid
X2.2	0.843	0.361	Valid
X2.3	0.827	0.361	Valid
X2.4	0.852	0.361	Valid
X2.5	0.822	0.361	Valid

Source: SPSS data processed in 2025

The validity test findings for the Reliability (X2) variable indicate that all items (X2.1–X2.5) possess r count values exceeding the r table value (0.361). Consequently, all statement items are deemed legitimate and may be used for further research.

Table 4. Validity Test Results for Responsiveness (X3)

Item	r count	r table	Description
X3.1	0.896	0.361	Valid
X3.2	0.859	0.361	Valid
X3.3	0.888	0.361	Valid
X3.4	0.866	0.361	Valid
X3.5	0.838	0.361	Valid
X3.6	0.877	0.361	Valid
X3.7	0.857	0.361	Valid
X3.8	0.889	0.361	Valid

Data source: processed by the author in 2025

The validity test results for the Responsiveness (X3) variable show that all items (X3.1–X3.5) have Count values exceeding the r table value (0.361). Consequently, all statement items are deemed legitimate and may be used for further research.

Table 5. Validity Test Results for Assurance (X4)

Item	r count	r table	Description
X4.1	0.857	0.361	Valid
X4.2	0.827	0.361	Valid
X4.3	0.860	0.361	Valid
X4.4	0.893	0.361	Valid
X4.5	0.861	0.361	Valid
X4.6	0.846	0.361	Valid
X4.7	0.866	0.361	Valid

Data source: processed by the author in 2025

The validity test findings for the Assurance (X4) variable indicate that all items (X4.1–X4.7) possess r count values exceeding the r table value (0.361). Consequently, all statement items are deemed legitimate and appropriate for further investigation.

Table 6. Validity Test Results for Empathy (X5)

Item	r count	r table	Description
X5.1	0.865	0.361	Valid
X5.2	0.888	0.361	Valid
X5.3	0.881	0.361	Valid
X5.4	0.873	0.361	Valid
X5.5	0.868	0.361	Valid
X5.6	0.874	0.361	Valid
X5.7	0.867	0.361	Valid

Data source: processed by the author in 2025

The validity test findings for the Empathy (X5) variable indicate that all items (X5.1–X5.7) possess r count values above the r table value is 0.361. As a result, all statement items are considered valid and may be used for more study.

Instrument Reliability Test

Table 7. Reliability Test Results

Variable Name	Cronbach's Alpha	Description
Physical Evidence	0.954	Reliable
Reliability	0.893	Reliable
Responsiveness	0.925	Reliable
Assurance	0.940	Reliable
Empathy	0.948	Reliable
Public Satisfaction	0.844	Reliable

Data source: processed by the author in 2025

The reliability test results demonstrate that all variables exhibit Cronbach's Alpha. values over 0.70, signifying their dependability for further study.

3. RESULTS AND DISCUSSION

Respondent Characteristics

Table 8. Description of Respondents Based on Gender

No	Gender	Frequency	Percentage (%)
1	Male	52	52.5%
2	Female	47	47.5%
Total		**99**	**100%**

Data source: processed by the author in 2025

The table shows that most respondents are male (52.5%), while female respondents account for 47.5% of the total 99 respondents.

Table 9. Respondent Description Based on Age

No	Age (Years)	Frequency	Percentage (%)
1	17-25	21	21.2%
2	26-35	28	28.3%
3	36-45	25	25.3%
4	>45	25	25.3%
Total		**99**	**100%**

Data source: processed by the author in 2025

The table shows that most respondents are aged 26–35 years (28.3%), followed by those aged 36–45 years (25.3%) and over 45 years (25.3%), while the smallest group is 17–25 years (21.2%).

Table 10. Respondent Description Based on Occupation

No	Occupation	Frequency	Percentage (%)
1	Civil Servant	12	12.1%
2	Private Employee	30	30.3%
3	Entrepreneur	25	25.3%
4	Housewife	15	15.1%
5	Others	17	17.2%
Total		**99**	**100%**

Data source: processed by the author in 2025

The table shows that most respondents work as private employees (30.3%), followed by entrepreneurs (25.3%), others (17.2%), housewives (15.1%), and civil servants (12.1%) as the smallest group.

Normality Test

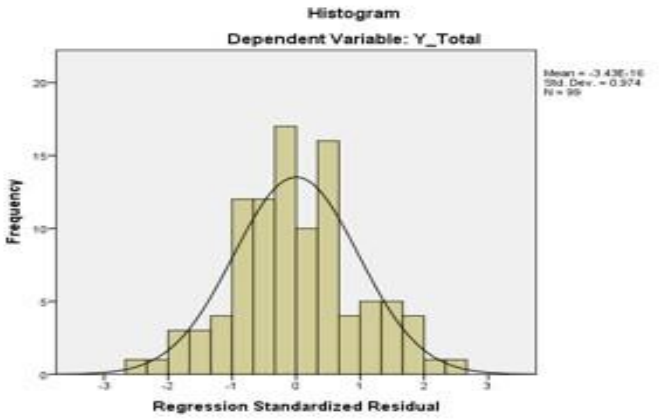

Figure 1. Histogram Test Results

The histogram of the regression standardized residuals shows that the data are approximately normally distributed. The shape of the histogram follows the bell curve, where most of the residuals are centered around zero and symmetrically distributed on both sides. This indicates that the normality assumption is met,

meaning the regression model residuals are normally distributed.

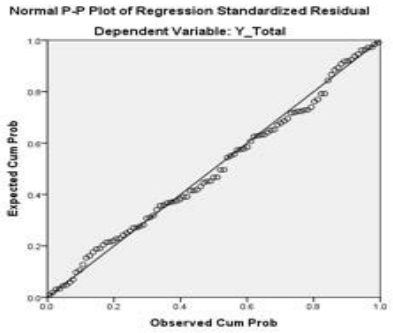

Figure 2. P-Plot Test Results

The Normal P–P Plot indicates that the points are nearly aligned along the diagonal line. This indicates that the residuals adhere to a normal distribution. Consequently, the standardization requirement for the regression model is satisfied.

Table 11. *Kolmogorov-Smirnov* Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		99
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.#########
Most Extreme Differences	Absolute	.064
	Positive	.064
	Negative	-.040
Kolmogorov-Smirnov Z		.535
Asymp. Sig. (2-tailed)		.937
a. Test distribution is Normal		
b. Calculated from data		

Data source: processed by the author in 2025

The One-Sample Kolmogorov-Smirnov test findings indicate that the residuals possess an asymptotic significance (2-tailed) value of 0.937, above the significance criterion of 0.05. This indicates that the residuals are normally distributed, and therefore, the assumption of normality in the regression model is fulfilled. The mean of the residuals is approximately zero, suggesting that the model does not exhibit systematic bias. Consequently, the data are suitable for further parametric statistical analysis.

Multicollinearity Test

Table 12. Multicollinearity Test Results

Coefficients	Tolerance	VIF
(Constant)	0.945	1.059
Physical Evidence	0.989	1.011
Reliability	0.946	1.057
Responsiveness	0.963	1.039
Assurance	0.929	1.078
Empathy	0.927	1.078

Data source: processed by the author in 2025

According to the multicollinearity analysis, all independent variables have tolerance levels over 0.10 and VIF below 10, indicating the absence of multicollinearity. Thus, the regression model meets the non-multicollinearity assumption.

Heteroscedasticity Test

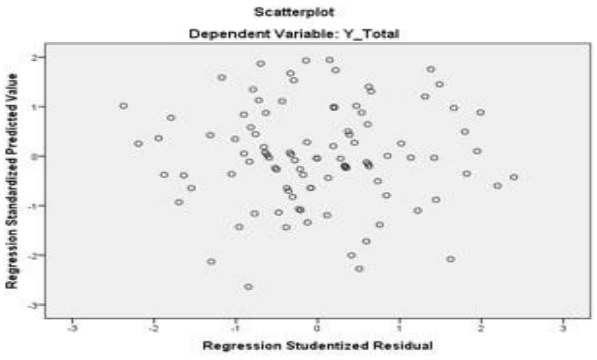

Figure 3. Heteroscedasticity Test Results

This signifies that the model fulfils the assumptions of linearity and homoscedasticity, showing that the variance of the residuals is consistent across all predicted values and the regression model is appropriate for the data.

Multiple Linear Regression Analysis

Table 13. Multiple Linear Regression Test Results

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	22.091	3.399		6.500	.000
Physical Evidence	-.027	.052	-,052	-.517	.607
Reliability	-.100	.085	-.116	-1.179	.241
Responsiveness	.151	.088	.173	1.719	.089
Assurance	-.047	.064	-.229	-2.303	.023
Empathy	.092	.060	.155	1.526	.130

Data source: processed by the author in 2025

1. The Constant has a coefficient of 22.091 with Sig. = 0.000 (< 0.05), indicating that it is statistically significant. This means that even when all independent variables (Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy) are zero, the base value of Y_Total is 22.091. In other words, there is a substantial baseline level of satisfaction regardless of the service quality factors.
2. The coefficient for Physical Evidence is -0.027 with Sig. = 0.607 (> 0.05), indicating that Physical Evidence has no significant effect on Y_Total. This means changes in physical facilities or appearance do not strongly influence overall satisfaction.
3. The coefficient for Reliability is -0.100 with Sig. = 0.241 (> 0.05), showing that Reliability does not significantly affect Y_Total. It suggests that consistency and dependability of service are not key factors in determining total satisfaction.
4. The coefficient for Responsiveness is 0.151 with Sig. = 0.089 (> 0.05), meaning that Responsiveness has a positive but not significant effect on Y_Total. This implies that being quick and willing to help customers slightly improves satisfaction but not significantly.
5. The coefficient for Assurance is -0.147 with Sig. = 0.023 (< 0.05), meaning that Assurance has a significant negative effect on Y_Total. This suggests that customer confidence or staff competence may reduce satisfaction if not properly managed.
6. The coefficient for Empathy is 0.092 with Sig. = 0.130 (> 0.05), indicating that Empathy has a positive but not significant effect on Y_Total. This means personal attention and understanding of customers' needs contribute positively, though not strongly, to satisfaction.

Partial Significance Test (t-test)

Table 14. Partial Test Results (t-Test)

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	22.091	3.399		6.500	.000
Physical Evidence	-.027	.052	-,052	-.517	.607
Reliability	-.100	.085	-.116	-1.179	.241
Responsiveness	.151	.088	.173	1.719	.089

Assurance	-.047	.064	-.229	-2.303	.023
Empathy	.092	.060	.155	1.526	.130

Data source: processed by the author in 2025

1. The test result for Physical Evidence (t = -0.517, Sig. = 0.607 > 0.05) shows no significant effect on public satisfaction. This means that the quality of physical facilities does not strongly influence satisfaction. Thus, H1 is rejected.

2. The test result for Reliability (t = -1.179, Sig. = 0.241 > 0.05) indicates no significant impact on public satisfaction. The consistency and accuracy of services are not proven to affect satisfaction levels. Hence, H2 is rejected.

3. The test result for Responsiveness (t = 1.719, Sig. = 0.089 > 0.05) shows a positive but not significant influence. Quick and responsive service tends to improve satisfaction, but not significantly. Therefore, H3 is rejected.

4. The test result for Assurance (t = -2.303, Sig. = 0.023 < 0.05) shows a significant negative effect on satisfaction. Higher assurance ratings are linked to lower satisfaction, possibly due to unmet expectations. Thus, H4 is accepted.

5. The test result for Empathy (t = 1.526, Sig. = 0.130 > 0.05) shows a positive but not significant effect. Attention and concern from staff slightly increase satisfaction but not strongly. Therefore, H5 is rejected.

Simultaneous Significant Test (F-Test)

Table 16. Simultaneous Test Results (F-Test)

ANOVA[a]						
	Model	**Sum of Squares**	**df**	Mean **Squares**	**F**	**Sig.**
1	Regression	150.465	5	30.093	2.368	.045[b]
	Residual	1181.717	93	12.707		
	Total	1332.182	98			

a. Dependent Variable: Y_Total
b. Predictors: (Constant), X5_Total, X4_Total, X2_Total, X3_Total, X1_Total

Data source: processed by the author in 2025

The ANOVA results show Regression Sum of Squares = 150.465 (df = 5, Mean Square = 30.093), Residual Sum of Squares = 1181.717 (df = 93, Mean Square = 12.707), and Total Sum of Squares = 1332.182 (df = 98). The F value is 2.368 with Sig. = 0.045, which is less than 0.05.

Coefficient Determination Test Results

Table 15. Determination Coefficient Test Results

Model	**R**	**R Square**	**Adj. R Square**	**Std. Error of the Estimate**	**Durbin - Watson**
1	.336[a]	.113	.065	3,56464	1.958

a. Predictors: (Constant), X5_Total, X4_Total, X2_Total, X3_Total, X1_Total
b. Dependent Variable: Y_Total

Data source: processed by the author in 2025

The regression model is significant (Sig. = 0.045 < 0.05), meaning the five variables together affect public satisfaction. However, the model's explanatory power is low (R^2 = 0.113), indicating that only 11.3% of satisfaction is explained by these variables. The Durbin-Watson value (1.958) shows no

autocorrelation, so the model meets regression assumptions.

The Effect of Physical Evidence (X1) on Public Satisfaction (Y)

The t-test result shows that Physical Evidence does not significantly affect Public Satisfaction (Sig. = 0.607 > 0.05). This means that facilities, infrastructure, and the physical environment of the service office are considered adequate, so they no longer play a decisive role in increasing satisfaction among the community.

The Effect of Reliability (X2) on Public Satisfaction (Y)

Reliability has no significant effect on Public Satisfaction (Sig. = 0.241 > 0.05). Although accuracy, consistency, and timeliness in service are important, these aspects are not seen as the

Main determinants of satisfaction. People value other dimensions such as responsiveness, assurance, and empathy more strongly.

The Effect of Responsiveness (X3) on Public Satisfaction (Y)

Responsiveness shows a positive but not significant effect on Public Satisfaction (Sig. = 0.089 > 0.05). While faster and more responsive service tends to increase satisfaction, statistical evidence shows the impact is not yet strong. This may indicate that responsiveness still needs improvement to meet public expectations.

The Effect of Assurance (X4) on Public Satisfaction (Y)

Assurance significantly affects Public Satisfaction (Sig. = 0.023 < 0.05), but the effect is negative. This means that higher assurance—such as polite and knowledgeable service—may coincide with lower satisfaction levels. It suggests that formal or rigid procedures might make the service feel less flexible and less comfortable for the public.

The Effect of Empathy (X5) on Public Satisfaction (Y)

Empathy does not significantly affect Public Satisfaction (Sig. = 0.130 > 0.05). Although citizens appreciate friendliness and personal attention from staff, these factors are not strong enough to increase satisfaction by themselves. The Simultaneous Effect of Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy on Public Satisfaction.

The regression analysis (F = 2.368; Sig. = 0.045

< 0.05) indicates that all five variables together have a significant effect on Public Satisfaction. This means that service quality should be viewed as a whole each dimension contributes collectively to how people perceive and experience satisfaction.

4.CONCLUSION

This study found that while the five SERVQUAL dimensions (tangibles, reliability, responsiveness, assurance, and empathy) collectively exerted a significant positive effect on community satisfaction at the Patam Lestari Urban Village Office in Batam City, only the assurance dimension had a significant partial influence—and unexpectedly negative—

suggesting that rigid formal procedures may undermine satisfaction, whereas the other dimensions showed no significant individual impacts. These results indicate that in this resource-constrained village government context, satisfaction stems more from overall service perceptions than isolated attributes. For future research, mixed-methods designs incorporating qualitative interviews or focus groups alongside surveys could unpack the negative assurance effect and contextual factors, while longitudinal studies tracking satisfaction pre- and post-interventions would strengthen causal insights and guide practical improvements.

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