THE EFFECT OF SERVICE QUALITY, WEBSITE QUALITY, INSTITUTIONAL IMAGE TOWARDS PUBLIC SATISFACTION IN THE CIKINI GENERAL LAW ADMINISTRATION OFFICE, JAKARTA (KEMENKUMHAM)

Muhamad Ruskamto, SE., MM
Indonesia College of Economi, Jakarta
Ruskamto.anto@Gmail.com

Dr. Muhammad Anhar, SE., M.Sc, Ak, CA
Indonesia College of Economi, Jakarta

Dr. Ir. Meita Pragiwani
Indonesia College of Economi, Jakarta

Abstract

This study aims to determine how the influence of service quality, website quality and agency image on public satisfaction in the General Law Administration (KEMENKUMHAM). This research method is a quantitative method using primary data and secondary data. The number of samples in this study were as many as 100 visitors. Data processing in this study used the SPSS version 23 analysis tool, and analyzed using multiple linear regression analysis. The analysis used in this study includes validity test, reliability test, coefficient of determination, multiple linear regression, and t test. The results showed that, (1) service quality has a significant effect on community satisfaction, (2) website quality has an effect on community satisfaction, (3) agency image has a significant effect on community satisfaction.
Keywords: The Quality Of Services , The Quality Of The Website , The Image Of Institutions , Public Satisfaction

I.   PRELIMINARY

One part of public administration activities is public service. Public administration is known to have a very broad dimension in the life of the state, this makes public service the closest means to society. In order to create good public services that are easily understood by the community, the government collaborates with all existing agencies to make services in accordance with the regulations that have been made. The higher public awareness of the rights and obligations that the government must fulfill, it is imperative for the government to innovate so that the performance of public organizations increases. In accordance with Article 1 paragraph (1) of Law Number 25 of 2009 concerning Public Services, it is stated that "Public Service is an activity or series of activities in the context of fulfilling service needs in accordance with the laws and regulations for every citizen and resident of goods, services, and services. / or administrative services provided by

public service providers ". In accordance with Article 1 paragraph (2) Law Number 25 Year 2009 concerning Public Services, "Public service providers, hereinafter referred to as Providers, are any state administering institution, corporation, independent institution established under the law for public service activities, and other legal entities which formed solely for public service activities.

The difficulty of public service problems is closely related to planning the formation of positions to serve as public servants. Until now, public services have been carried out by the government bureaucracy concerning the needs of civil rights as well as the basic needs of the government, but there are still many complaints or complaints from the public such as the convoluted government bureaucracy in providing public services, limited facilities and lack of facilities and infrastructure. services (Suara.com, 2020). Public service problems also intersect with the problem of not being clear about the government in planning the formation of public office. In some areas there are lots of vacant positions. Only filled in by staff who act as executors. The complexity of the problem of public services is actually closely related to planning the formation of positions to serve as public servants. Until now, the public thinks that the services provided by the government are still lacking, and some have unsatisfactory opinions. Public service policies are always considered too premature to be implemented. Which arise? Yes, dissatisfaction, discomfort, and even motion of no longer trust with all forms of public service. In some areas too, it is obvious that the formation of public service positions is still piling up in Java and western Indonesia. Meanwhile, in eastern Indonesia, there are staff who carry out duties as head of sections and cross sections. From this alone it appears that the government's human resource planning formation is still inaccurate (Kompasiana, 2016)

One of the public service agencies in Indonesia is the General Law Administration (AHU). AHU is a government agency that handles and carries out duties and functions of a service nature. The name of the Directorate General of General Legal Administration was chosen because it covers the objectives and targets, namely carrying out tasks towards legal services to the public, with technical considerations that the legal service sector which consists of the Civil Directorate, the Criminal Directorate, the State Administration and the International Law Directorate covers almost all areas of law in a manner. general (AHU website). Quite a number of tasks and services in AHU make this agency have to prepare excellent officers in providing public services in accordance with community expectations.

The existence of online access helps people, especially website users who are outside Java, but it is also necessary to pay attention to whether the existing website is easy to understand, especially in terms of user interface and user experience because using access that is difficult to understand will cause new problems such as incorrect access or miss information. This can be judged from the quality of the existing website, so it means that the website as a support for access to an agency must meet the expectations of the community starting from the user interface and user experience that are easy to understand and use.

After several changes made by AHU, it is hoped that the image of the agency (AHU) in the community will be better, innovations that are carried out continuously prove that AHU is currently following government programs to face industry 4.0. According to Khikmah (2017) image is the way other parties perceive a company, a

person, a committee or activity. The Integrity Zone towards WBK / WBBM is a government program to accelerate the achievement of a clean and KKN-free government, increase organizational capacity and accountability and improve public services, as in Presidential Regulation Number 81 of 2010 concerning the Grand Design of Bureaucratic Reform. On an international scale, the construction of the Integrity Zone towards WBK / WBBM is an effort to increase Indonesia's Corruption Perception Index (CPI). In 2018, Transparency International recorded Indonesia's CPI at a score of 38 out of a scale of 100.This figure puts Indonesia in 89th place out of 180 countries, 10 equivalent to Bosnia Herzegovina, Sri Lanka, and Swaziland (www.ahu.go.id)

Based on the description above, the researcher focuses on service quality, website quality, agency image and public satisfaction in the General Legal Administration so that based on this background this research raises the topic:

"The Influence of Service Quality, Website Quality, Agency Image on Community Satisfaction in Cikini Jakarta General Law Administration Office"

II.   LITERATURE REVIEW
2.1   Review Research

Research by Lelawati (2015) conducted a study that aims to determine the partial and collective influence of service quality variables and company image on patient satisfaction variables at Mardi Waluyo Metro hospital. The hypothesis in this study is that there is a positive influence both partially and collectively between the variables of service quality and company image on the variable of patient satisfaction at Mardi Waluyo Metro Hospital.

The type of research used is descriptive research with survey methods. Data were collected using a questionnaire with a simple random sampling probability technique to 100 respondents, namely inpatients and outpatients at Mardi Waluyo Metro Hospital. Then analyzed using multiple linear regression analysis method. The results showed that the joint effect of service quality variables and company image on patient satisfaction variables was 72%. Partial influence is also shown by each variable on patient satisfaction and the highest influence is given by the variable quality of service.

Indriani, Rusmiwari and Suprojo (2017) conducted a study that aims to determine how much influence public services have on the level of satisfaction felt by the community. This research uses descriptive quantitative research and data collection techniques used questionnaires, documentation, observation. The population of this research is the people who are customers of the Batu Investment Council. The sample in this study amounted to 20 people using purposive examples. The data quality test consisted of validity and reliability tests and used simple regression analysis methods. The results showed that the service quality was 67.25%. Based on the hypothesis test using SPSS 16.0, the t value is 2.674 with a significance value of 0.015 <0.05, thus proving that the Zero Hypothesis (H0) is rejected, so it can be concluded that there is a significant effect of the service quality variable (x) on the satisfaction community variable (y). The regression equation between the independent variable and the dependent variable is equal to 0.284

(28.4%) which means that the influence of service quality variables has an effective contribution of 28.4%, while the rest is influenced by other variables.

Ramadhani (2016) conducted a study that aims to determine the effect simultaneously and partially from the dimensions of website quality, namely usability (X1), information quality (X2), and service interaction quality (X3) with community satisfaction (Y) and which is the most dominant influence. to community satisfaction. This research method uses correlational research with a quantitative approach from 100 respondents carried out by using accidental sampling in Kelurahan Nginden Jangkungan Surabaya and data collection techniques through observation, questionnaires, and literature study. The results showed that simultaneously, the three dimensions of website quality have an effect on community satisfaction. Partially, usability and information quality have an influence on community satisfaction, while service interaction quality has no effect on community satisfaction and of the three dimensions of website quality, information quality has the most dominant influence on community satisfaction.

2.2   Service Quality

Public services are the main focus of government administration. According to the Big Indonesian Dictionary, service has three meanings: (1) regarding or how to serve. (2) efforts to serve the needs of others by earning a reward or money. (3) the facilities provided in connection with the sale and purchase of goods or services. In order to meet the needs of the community in implementing laws and regulations, public service can be interpreted as a form of service, it can be in the form of public goods or public services, which in principle are the responsibility of and carried out by Government Agencies at the Central, Regional, and within the Business Entity. State owned or company owned.

Public services in the PAN Ministerial Decree No. 25 concerning Public Services of 2004 means all service activities carried out by the administration of public services as an effort to fulfill the needs of service recipients as well as in the context of implementing the provisions of laws and regulations. According to Susila (2015) Services are products that are invisible (cannot be touched) which occur as a result of interactions between consumers (members) and employees or other things caused by service providers that are intended to solve a consumer problem. .

According to Fatihudin, service quality that includes the service sector is always identified with the quality of the business itself (2019). The better and satisfying the level of service, the better the quality of the business and vice versa. According to Hardiyansyah (2015) the definition of public service is to serve the needs of people or communities or organizations that have an interest in the organization, in accordance with the basic rules and procedures that are determined and aimed at providing satisfaction to service recipients. According to Dwiyanto (2015) public services All goods and services provided by the government.

In research, the quality of service referred to in this study is the ability of a person to perform an action in accordance with predetermined goals. This is in accordance with what Kotler stated in Tjiptono (2016), which states that there are five dominant factors or determinants of service quality, the five dominant factors include: 1. Tangible, namely in the form of physical appearance, equipment and various good communication materials. 2. Empathy (Empathy), namely the willingness of

employees and employers to care more about giving personal attention to customers. For example, employees should try to position themselves as customers. If a customer complains, then 19 must seek an immediate solution, so that a harmonious relationship is always maintained, by showing a genuine sense of care. With the attention given to employees in serving and responding to consumer complaints. 3. Responsiveness, namely the willingness of employees and employers to help customers and provide services quickly and listen to and resolve consumer complaints. With the desire of employees to help and provide responsive services, the ability to provide services quickly and correctly, the readiness of employees to be friendly to every consumer, the readiness of employees to work with consumers. 4. Reliability, namely the ability to provide services as promised, reliable and accurate, and consistent. Examples in this case include the ability of employees to provide the best service, the ability of employees to handle customer needs quickly and correctly, the company's ability to provide good service in accordance with consumer expectations. 5. Assurance, namely the ability of employees to generate confidence and trust in promises that have been made to consumers. Examples in this case include the knowledge and skills of employees in carrying out their duties, employees can be relied on, employees can give confidence to consumers, employees have good technical expertise.

2.3 Website Quality

The quality of the website is something that makes people think what they need can be found, so that people will be satisfied and sure of the function of the website. the role of the website, objectives, access reach, interaction, inhibiting factors, supporting factors, the role of government, and content are several factors that indicate a website is effective or not.

Based on this explanation, the quality of an effective and efficient website will create excellent service for the people who use it. Website quality can be determined by the webqual method, according to Kharisma (2018) WebQual is an instrument that assesses the quality of a website based on end users. Partially, the three dimensions of WebQual, namely usability, information quality and interaction quality, significantly influence visitor satisfaction. Webqual is a measurement to measure the quality of a website based on research instruments which can be categorized into three variables, namely: usability, information quality, and services interaction. A.Usability is the quality associated with site design, for example appearance, ease of use, navigation and the description presented to the user. Here are three general components of usability: 1. The involvement of a user, 2. The user does a job, and 3. The user does something with a product, system or thing B. Information Quality Information quality from information systems research (Information Quality) Information Quality is the quality of the content contained on the site, whether the information is appropriate for user purposes such as accuracy, format and relevance. C. Service Interaction Quality Service Interaction Quality is the quality of service interactions experienced by 26 users when they investigate deeper into the site, manifested with trust and empathy, for example issues of transaction and information security, product delivery, personalization and communication with owners. site. He is given an explanation. Everything is a measurement of customer or user satisfaction with the quality of the website.

2.4 Image Of The Institution

The image of a company or institution is an image formed by the minds of consumers which is produced based on the assessment that arises from the way they hear, see and feel, then the assessment is compared with the information obtained by previous consumers and becomes the basis for evaluating the company / agency. Image is a mental image or concept about something. Kotler (2016) more broadly defines image as the sum of the beliefs, images, and impressions that a person has on an object. The object in question can be a person, organization, or group of people. Every company has an image that is consciously or not attached to the company. Image is an abstract thing because it relates to ideas, impressions, and beliefs of an object that is directly felt through information and the five senses. According to Ruslan (2016), image is a set of beliefs, ideas, and a person's impression of a certain object.

Image assessment indicators according to Srivastava and Sharma (2013) complete information about company image includes four dimensions as follows: 1. Personality All company characteristics understood by the target public such as trustworthy companies, companies with social responsibility. 2. Reputation The things that the company has done and believed by the target public are based on the experience of themselves and other parties, such as the security performance of a bank transaction. 3. Value The values of a company, in other words, corporate culture, such as management attitudes that care about customers, employees who are responsive to customer requests and complaints. 4.Corporate Identity Components that facilitate the target public's recognition of the company, such as logos, colors and slogans.Company image according to Gregory (2011) is a combination of the impact on the observer of all the company's verbal and visual components, whether planned or not planned or from influence. other exterial.

III. Research Methods

The strategy used in this study is an associative strategy. According to Sugiyono (2016: 21) associative strategy is a research strategy that aims to determine the influence between two or more variables. The survey research method includes case studies that use questionnaires or planned interviews in data collection.

The population in this study were all people who had come to the DITJEN AHU service office located in Jakarta. The sampling technique used in this research is nonprobability sampling. Nonprobability sampling is a sampling technique that does not provide equal opportunities / opportunities for every element or member of the population to be selected as samples. The procedure used is to use incidental sampling, namely the method of determining the sample based on chance, anyone who happens to meet the researcher can be used as a sample if the person met is considered suitable as a data source (Sugiyono, 2016).

Sources of data in this study are 1. Questionnaire (Questionnaire) The questionnaire is a data collection technique which is done by giving a set of questions or written

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statements to the respondent to answer. 2. Secondary data. Secondary data is data needed in order to complete information that can be obtained through literature studies from literature books, journals, the internet and articles that support research 3. Measurement Scale According to Sugiyono (2016) the measurement scale is an agreement that is used as a reference to determine length. in short the interval in the measuring instrument, so that the measuring instrument when used in measurement will produce quantitative data. The data analysis used descriptive statistical method, which is used to provide information about the characteristics of the research variables and the demographics of the respondents. Descriptive statistics explain the scale of the respondent's answer to each variable as measured by the minimum, maximum average and standard deviation, as well as to determine the demographics of the respondents which consist of category, gender, education, age, position and length of work (Ghozali, 2012). The data processing of this research used SPSS version 23 software. For testing the research instrument consisted of two types of testing, namely the validity test and the reliability test. The data analysis technique in this study used hypothesis testing with the help of SPSS Windows version 23. The stages of the analysis included: (1) Multiple Linear Regression Analysis, (2) Coefficient of Determination, and (3) hypothesis testing (t test and F test).

IV. Research Results And Discussion
4.1 Validity Test

The validity test was processed using a computer with the SPSS version 23.0 program. The research instrument can be said to be valid (accurate) for research if it has a validity value greater than or equal to 0.3 and vice versa, if the validity value is less than 0.3 it is said to be invalid (inaccurate).

Tabel 1
Results of the Validity Test of Service Quality Variables (X_1)

Question	rcount	RCritical	Explanation
1	0, 643	0,3	Valid
2	0,628	0,3	Valid
3	0,663	0,3	Valid
4	0,672	0,3	Valid
5	0,692	0,3	Valid
6	0,650	0,3	Valid
7	0,744	0,3	Valid
8	0,529	0,3	Valid

The data processed

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Tabel 2
Test Results of the Validity of Website Quality Variables (X_2)

Question	rcount	RCritical	Explanation
1	0,549	0,3	Valid
2	0,525	0,3	Valid
3	0,759	0,3	Valid
4	0,644	0,3	Valid
5	0,770	0,3	Valid
6	0,509	0,3	Valid
7	0,606	0,3	Valid
8	0,615	0,3	Valid

The data processed

Tabel 3
Results of the Validity Test of Agency Image Variables (X_3)

Question	rcount	RCritical	Explanation
1	0,694	0,3	Valid
2	0,696	0,3	Valid
3	0,562	0,3	Valid
4	0,683	0,3	Valid
5	0,645	0,3	Valid
6	0,796	0,3	Valid
7	0,870	0,3	Valid

The data processed

Tabel 4
Results of the Validity Test of Variable Community Satisfaction(Y)

Question	rcount	RCritical	Explanation
1	0,531	0,3	Valid
2	0,780	0,3	Valid
3	0,581	0,3	Valid
4	0,654	0,3	Valid
5	0,592	0,3	Valid
6	0,773	0,3	Valid
7	0,737	0,3	Valid

The data processed

Based on data management, the results obtained by the variable Service Quality (X1), Website Quality (X2), Agency Image (X3) and Community Satisfaction (Y) the

statement has a value of rcount greater than 0.3 so that the statement can be used in data collection in research.

4.2 Reliability Test

The reliability test is intended to ensure that the instrument has consistency as a measuring tool so that the high level of reliability can show consistent results. Reliability testing is carried out using the Cronbach Alpha method. Furthermore Sugiono said the research instrument was said to be reliable if the Cronbach Alpha value was 0.6 or more. These data were correlated with the help of the SPSS program version 23.0.

Tabel 5
Reliability Test Results

Variable	rcount	RCritical	Explanation
Service Quality (X$_1$)	0,761	0,6	Reliable
Website Quality (X$_2$)	0,754	0,6	Reliable
Image Of Institutions (X$_3$)	0,818	0,6	Reliable
Public Satisfaction (Y)	0,790	0,6	Reliable

The data processed

The table above shows that the results of the questionnaire answers to the Quality service (X1), Website quality (X2), the Agency Image Statement(X$_3$) and public satisfaction (Y) are said to be reliable. This is because the Cronbach's Alpha value is obtained based on the table above where all of these values have exceeded 0.60.

4.3   Hypothesis Testing
4.3.1 Multiple Linear Regression Analysis

To test the influence of quality of services, the quality of the website, the image of agencies against the satisfaction of the community made the regression equation as follows:

$$PERFi = \alpha i + \beta 1.K.Lay + \beta 2.K.Web + \beta 3.C.Ins$$

As for the results of the regression equation with results of multiple linear regression like below

Tabel 9
Results of multiple regression
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.

1	(Constant)	2.647	1.895		1.396	.166
	X1_ Service Quality	.244	.063	.261	3.898	.000
	X2_Website Quality	.242	.097	.271	2.503	.014
	X3_ Image Of Institutions	.374	.096	.418	3.895	.000

a. Dependent Variable: : Y- Public Satisfaction

Source of data processing: spss version 23

Thus then obtained an equation of multiple regression as follows:
$PERFi = \alpha i + \beta 1.K.Lay + \beta 2.K.Web + \beta 3.C.Ins$

$PERFi= 2.647 + 0,244.K. Pel + 0,242. K. Web + 0,374. C. Ins$

4.4 Coefficients Determined (Adj. R^2)

Based on research conducted the coefficients determined (. adjR2) regression of the results show how big the dependent variable can be explained by variabel-variabel free.

Tabel 10
The results of the coefficients determination
Model Summary[b]
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832[a]	.692	.682	2.00954

a.   Predictors: (Constant), X1, X2, X3

Source of data processing: spss version 23

Based on table, above it can be seen that the amount of adjusted r square is 0,682 68,2. percent or as much asImplying that this variety of community satisfaction can be explained by the variations to the quality of service (x1), kualittas (x2), website agencies (x3), image , 68,2 amounted to percent the remaining fund 31,8 %, explained by other factors which factors are not investigated in this study.

4.5 Test Hypotheses

4.6.1 Partial Test(Uji t)

The stastistik t basically shows how far influence one variable independent individually in clear. dependent variableThe partial is conducted by compare in value α

(alpha) With the p-value. When the p-value $< \alpha$ (0,05), then H_0 is rejected. So that it can be said is the in partial independent variable variable dependent , and vice versa .Here is the result testing statistic t, That can be seen in table below

<div align="center">

Tabel 11
Partial Test
Coefficients[a]

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Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.647	1.895		1.396	.166
X1_K. Pel	.244	.063	.261	3.898	.000
X2_K. web	.242	.097	.271	2.503	.014
X3_C. Ins	.374	.096	.418	3.895	.000

a. Dependent Variable: Y_Kepuasan_Masyarakat

Source of data processing: spss version 23

Based on table 11 above, Indicated that the variable service quality having value P-Value 0,0000 Where the value of the probability of this under 0,05. Thus , so in accordance with the provisions on the criteria testing , if value probability < 0,05 Then we can conclude that the variable quality of services influential possitif and significantly to the satisfaction of the community. The next point out that the value of P-Value Variable the quality of website 0,014 Where the value of the probability this is more than 0,05 .Next indicated that the value P-Value Variable image of institutions 0,000 Where is the value of the probability of it is more than 0,05. Thus, so in accordance with the provisions on the criteria, testing if the value of prob. > 0,05. So it partial the quality of services , the quality of website and citra agencies have had a positive impact and significant impact on of community satisfaction.

V.   Conclusions And Suggestions
5.1   Conclusions

Based on data analysis and discussions about the influence of the quality of services , the quality and image of agencies website community satisfaction , analysis of data which were obtained from as many as 100 the number administrative offices of common law as in the earlier , hence writers can draw the following conclusions:

1. Service quality influences community satisfaction.That the quality we provide to the pengujung when by the agency has been in line.Service quality can keep by

giving, friendly service so quick response and timely better service quality will bring satisfaction the larger society.

2. Website influences the quality community satisfaction.Website that the quality are given to the agencies can affect the pengujung community satisfaction.The quality can keep meberikan website with information on who can be trusted and using up websites easy operated, so better the quality website will bring satisfaction the larger society.

3. The image of the agency significant impact on public satisfaction.That means that the image of institutions which have been given by the agency to the number can affect the satisfaction of those societies.The image of in with other defense agencies can improve and responsible with its performance and channel the motto, agencies so that both the image of agencies will bring greater. community satisfaction

5.2   Suggestions

Based on the research and drawing conclusions, then the researcher would give advice as follows:

1. That of community satisfaction are increasing very sustainable , companies should could improve friendliness in the service so that is feel cared for when would like to consult to the office administration common law .

2.AHU need to increase the security system , especially transaction data who conducted by the satisfaction is so that is who performs transaski increased .

3. The website the ahu needs to be fix especially in with you dish often in access by the number and placement can a menu at the beginning to look the first time access to the website the AHU.

4. Confidence is the most important things in a legal transaction , the ahu as sub directorate of kemenkumham subtansinya according to run the role

5. For research and similar, will do research that added another respondennya, the independent variable other, added as the culture of the organization, , leadership style , job satisfaction employees and other variables .. satisfaction

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