

RESEARCH ARTICLE

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ANALYSIS OF SOCIO-ECONOMIC FACTORS THAT INFLUENCE THE LEVEL OF PUBLIC SERVICE SATISFACTION IN MEDAN CITY

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Abstract

Research Objectives The aim of this research is to determine and analyze the extent to which variables of people's income, employment status and social conditions influence increasing public service satisfaction through the quality of public services as an intervening variable . **Originality** The subjects of this research are the residents/community of Medan City, where the variables in this research are independent variables, namely people's income, employment status, and social conditions , the dependent variable, namely the variable increasing public service satisfaction and the intervening variable is the service quality variable public . The results of data analysis used SEM analysis using SMART PLS 4.0 software. **Data collection techniques** through questionnaire studies . **Design/methodology/approach** Method research using descriptive quantitative data analysis methods using the structural equation model (SEM) method, where the results of data processing using the SEM method are carried out using the PLS 4.0 application . **Findings** From the results of this research, the conclusions that exist are that partially the variables of people's income, employment status and social conditions have an influence on increasing satisfaction with public services and influence the quality of public services. Simultaneously, the variables of people's income, employment status and social conditions influence increasing public service satisfaction through the variable quality of public services as an intervening variable . **Implementation** : Increasing people's income, good employment status and social conditions which require the Medan City Government to implement the principle of maximum service will tend to have an impact on improving service quality and increasing satisfaction with the public services provided to the community.

Keywords Public services, people's income, employment status, social conditions, increased satisfaction with public services , quality public service.

INTRODUCTION

Public services in several regions, such as provinces, districts/cities, are a form of obligation for leaders to implement concepts which are development concepts for society, where to ensure public services run effectively, the government often implements a monitoring and evaluation

system. Apart from that, active community participation in providing input and reporting problems is also very important to improve service quality (Kagarmanova, Ainur, 2022) .

This public service includes bureaucratic services in terms of services to the community regarding

sudden responses, massive responses and spontaneous responses to find solutions to every problem in society and problems in government (Lawrence, Akinluyi Muyiwa, Oluwatoyin & Charles, 2018) .

Apart from bureaucratic services, public services consist of health services, such as hospital services, health clinics, vaccination programs and public health services. Apart from that, there are forms of educational services ranging from elementary, middle school, high school and tertiary education services, services in the form of security, such as police, fire and ambulance services, infrastructure services, such as road maintenance, provision of clean water and electricity services (Ebhote, Oseremen and Nkebem, 2019) .

Apart from the services described above, there are other services in the form of transportation services, such as public transportation services, traffic management services, airport and port services. There are other social services in the form of social assistance services, orphanages and nursing homes, as well as rehabilitation services (Haryadi, 2022) .

There are several things that influence the public services of a government, such as regulatory factors and legal rules, such as the policies implemented by the government which determine how public services are managed and delivered, where these policies are synchronized with making laws relating to public services (Efthymiou , Dimitrios, 2018) .

There are other factors, namely economic and social factors, where these factors consist of people's income, where the level of income influences an individual's ability to access certain services and influences expectations regarding the quality of services, and people with low economic status may have limited access to quality services or facing obstacles in accessing basic services (Kamalulil, Errna Nadhirah, Panatik, Siti Aisyah and Sarwar, 2021) .

Other factors, such as employment status, where good, stable and formal employment status tend to provide better access to services, such as health

insurance and education. Stable work will increase income, and will enable people to pay for health and education facilities, and be able to create stable health, where increased satisfaction with health and education services can be felt by the community through access and use of health facilities, because they are able to pay and can be served well (Radu, Florin, 2022)

There are also social condition factors, such as social norms that give rise to a culture of service in each region, where service is the most absolute and essential thing in order to create a form of excellent service, as well as creating a form of magic from the satisfaction of users of public services, thus influencing the will of users, namely people to continue using the services they have (D, Gashi, R, Halimi and H, 2023) .

Excellent service will provide a form of quality service and tends to make users (the public) will always use existing service products if the service provided tends to be able to create the most superior and quality form of service, where quality service for public services is a service that meets or exceed community expectations in terms of efficiency, effectiveness, accessibility and responsibility (Gabinete, Greta, 2022) .

Services are provided quickly without calculating accuracy and quality. Services that are easily accessible to all levels of society, including those in remote areas or who have special needs. Services that are responsive to community needs and complaints, with an effective feedback mechanism (Gamaliel, Hendrik, Kalangi & and Warongan, 2022) .

Medna City is one of the cities that does not provide good public services, where during the period of 2022 the number of people served was 40%, while in 2023 the number of people served was 33%. This occurs because there is still an opinion that public services require users who have funds, where everyone who has maximum income will tend to take advantage of access to public services, while for those with minimal income, it will be difficult to access public services. This is a challenge in itself for the Medan City Government

to always serve the community well, where existing public services still apply old methods. Those who have money and good jobs can access public services, on the other hand, those who lack money and don't have permanent jobs will find it difficult to get access to public services. , so that it has an impact on decreasing public satisfaction with public services in the City of Medan, thus affecting the low quality of service which results in the service and performance of the Medan City Government also being low. Apart from that, social conditions that have not yet implemented appropriate and appropriate norms, namely serving the community, are still not being implemented well, so this will have an impact on decreasing service satisfaction, which will make the quality of the services provided less good and have an impact on decreasing the performance of the Medan City Government.

FORMULATION OF THE PROBLEM

The problem formulation that emerges from this research is how the variables of people's income, employment status, and social conditions influence increasing public service satisfaction through the quality of public services as an intervening variable.

RESEARCH PURPOSES

The aim of this research is to determine and analyze the extent to which variables of people's income, employment status and social conditions influence increasing public service satisfaction through the quality of public services as an intervening variable.

RESEARCH ORIGINALITY

The subjects of this research are the residents/community of Medan City, where the variables in this research are independent variables, namely people's income, employment status, and social conditions, the dependent variable, namely the variable increasing satisfaction with public services and the intervening variable is the variable quality of public services . The results of data analysis used SEM analysis using SMART PLS 4.0 software. Data

collection techniques through questionnaire studies.

LITERATURE REVIEW

Public service

Public services are various types of services provided by the government, both at the national, regional and local levels, to meet the needs and interests of society. This service aims to improve people's welfare and covers various areas such as health, education, security, infrastructure, transportation and administrative services (Gunes, Huseyin Nihat and Bilek, 2020) .

The forms of public services include health services, security services, social services, education services, infrastructure services and transportation services and infrastructure services, as well as administrative services (Romero-Subia, Jose Fernando, 2022) .

The indicators of public services are:

1. There is good service
2. User satisfaction
3. Measurable service
4. Improving service quality (Ma, Liang and Zheng, 2019) .

Community Income

Community income is something that is obtained from people's work abilities, where this income is obtained from people's efforts to carry out real work according to their field (Matraeva, Liliia Valerievna, 2020) . Public income is the amount of money an individual or household earns in a certain period of time, usually a year, from various sources such as salaries, wages, business profits, investments, and government transfers. People's income is one of the important economic indicators that reflects the economic and social well-being of a population (del Río-Vázquez, María-Elena Sánchez, Rodríguez-Rad, Carlos J. and Revilla-Camacho, 2019) .

Community income indicators are:

1. Education

2. Skills
3. Economic conditions (NVE, Mazibuko and MA, 2019).

JOB STATUS

Employment status Refers to a person's employment situation or conditions in the workforce. This includes the type and characteristics of work, employment relationships, and job stability and security. Employment status can affect income, access to welfare services, and an individual's overall well-being (Masuku, Mfundo Mandla, Mlambo, Victor H. and Ndlovu, 2022).

By understanding various employment statuses and the factors that influence them, individuals and policy makers can make better decisions to improve the quality and stability of employment in society (Lekić, Nemanja, 2019).

Employment status indicators are:

1. Economic conditions
2. Geographic conditions
3. Level of education
4. Demographics (Chien, Nguyen Ba and Thanh, 2022)

Social Conditions

Social conditions refer to the state of society which includes various aspects of life, such as economic well-being, social relations, education, health, culture and security. Social conditions affect the quality of life of individuals and communities as well as general welfare (Sari, 2021). By identifying and addressing factors that influence social conditions, policy makers and community leaders can work towards improving the quality of life and overall well-being of society (Atanasov, P., 2018)

Indicators of social conditions are:

1. Economic factors
2. Education
3. Improvement of public services (Paramita, Puteri, 2018).

Increasing Public Service Satisfaction

Improving the quality of public services is one of the main goals of the government and public organizations to ensure community welfare. Strategic steps that can be taken to improve the quality of public services include various aspects of management, technology, human resources and community participation (Mohd Wahid, Siti Daleela, 2020).

The benefits of increasing public service satisfaction are:

1. Increasing community welfare
2. Public trust and satisfaction
3. Improved quality of life
4. Increasing community participation (Austin, Trecy and Hestiriniah, 2021).

Indicators of increasing satisfaction with public services are:

1. Service availability
2. Quality of service
3. Transparency and accountability
4. Efficiency and effectiveness (Salisu, Umar Obafemi, 2019).

Quality of Public Services

The quality of public services is a measure of how well the services provided by the government or public organizations meet the needs and expectations of the community. High quality public services reflect efficiency, effectiveness and user satisfaction (Valarmathi, 2018). The aim of public service quality is to ensure that the services provided by the government or public organizations meet or even exceed the expectations and needs of society. By achieving this goal, public services can contribute to community welfare, operational efficiency, and trust in public institutions (Peng, Xin Xin and Zhang, 2022).

Public service quality indicators:

1. Increase community satisfaction
2. Increase transparency and accountability
3. Improving economic prosperity

4. Strengthening community participation (Yuan, 2021). The description of the research conceptual framework is:

CONCEPTUAL FRAMEWORK

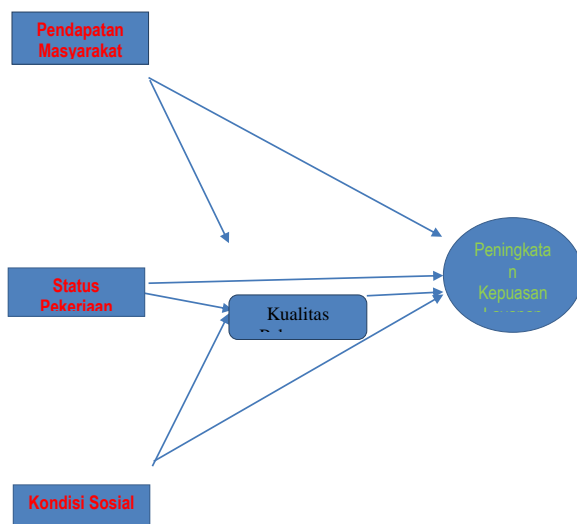


Figure 1 Conceptual Framework

Hypothesis

1. People's income influences increasing satisfaction with public services
2. Employment status influences increasing satisfaction with public services
3. Social conditions influence increasing satisfaction with public services
4. People's income influences the quality of public services
5. Employment status influences the quality of public services
6. Social conditions influence the quality of public services
7. The quality of public services influences increasing public service satisfaction
8. People's income influences increasing satisfaction with public services through the quality of public services as an intervening variable
9. Employment status influences increasing public service satisfaction through public service quality as an intervening variable
10. Social conditions influence increasing public

service satisfaction through public service quality as an intervening variable.

RESEARCH METHODS

Method This research was conducted using quantitative descriptive methods using structural equation model (SEM) analysis methods, which according to (Austin, Trey and Hestiriniah, 2021) stages in SEM, including model specification, parameter estimation, model testing, and model modification . The population in this study was 2,494,512 residents of Medan City in 2023, where the sampling method was carried out using the accidental sampling method , where according to (Jakit, Fathin Hanani Abdul, 2023) the sampling method using accidental sampling is a sampling method. The samples are located around the research location.

The number of samples taken can be done using the Slovin formula as follows:

$$n = N / (1 + Ne^2) = 2,494,512 / (1 + 2,494,512 \times 0.1^2) = 99.99 = 100 \text{ inhabitants of Medan City .}$$

RESEARCH RESULT AND DISCUSSION

RESEARCH RESULT

Descriptive Testing

Descriptive testing was carried out by analyzing

the characteristics of respondents from a cluster of 93 students in the 100 population of Medan City . The descriptive analysis regarding the characteristics of respondents according to the following table is:

Table 1 Characteristics of Respondents

Variable	Category	Frequency	Percentage (%)
Gender	Man	55	55
	Woman	45	45
Age	20-24 Years	41	41
	25-30 Years	50	50
	31-50 Years	8	8

The table above explains that the respondents who answered the most questions based on gender were male respondents at 55% or 55 respondents, while the respondents who answered the least questions were female respondents at 45% or around 45 respondents. Characteristics of respondents based on age, those who answered the most questions were respondents in the 25-30 year age range, 50% or 50 respondents, while those who answered the least were respondents in the 31-50 year age range, 8% or 8 respondents.

The output from the SEM test can be described through the following Bootstrapping diagram:

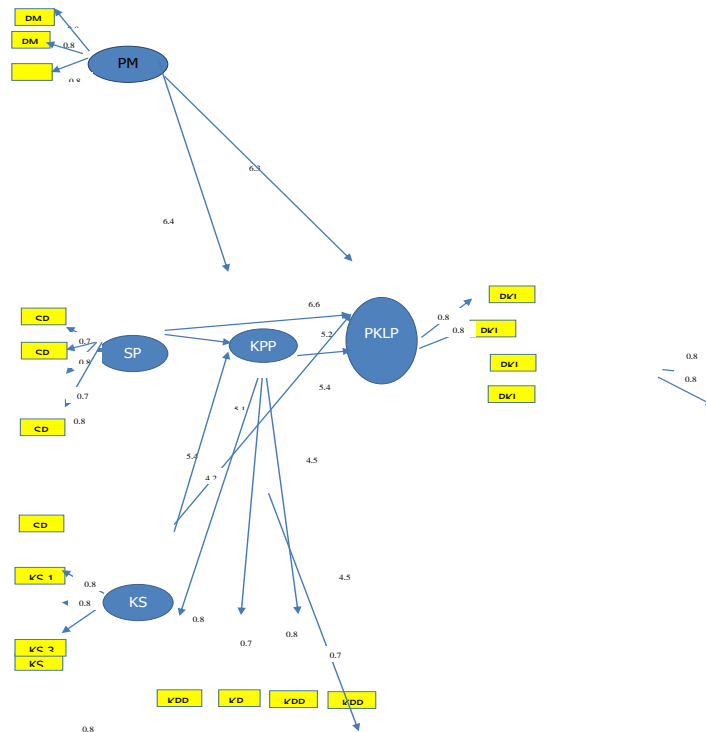


Figure 2 Bootstrapping diagram

Convergent Validity Analysis

(Jakit, Fathin Hanani Abdul, 2023) states that convergent validity analysis is a process for assessing how well the indicators designed to measure a particular construct really correlate with each other . The results of the convergent validity test in this research are as follows:

Table 2 Test Convergent Validity

Variable	Indicator	Outer Loading
Community Income (X_1)	PM 1	0.865
	PM 2	0.872
	PM 3	0.844
Employment Status (X_2)	SP 1	0.841
	SP 2	0.750
	SP 3	0.866
	SP 4	0.771
Social Conditions (X_3)	CS 1	0.879
	CS 2	0.880
	CS 3	0.867
Increase in Public Service Satisfaction (Y)	PKLP 1	0.831
	PKLP 2	0.845
	PKLP 3	0.887
	PKLP 4	0.843
Quality of Public Services (Z)	KPP 1	0.880
	KPP 2	0.763
	KPP 3	0.824
	KPP 4	0.787

Source: Data Processing Results with PLS 3.0, 2024

The table above states that the existing data is feasible and suitable to be submitted for data analysis in subsequent research .

Average Variant Extracted (AVE) Analysis

(Jakit, Fathin Hanani Abdul, 2023) states that the AVE test shows how much variance is captured by a latent construct compared to the error variance. The Average Variant Extracted (AVE) test results are in the following table:

Table 3 AVE Test

Variable	AVE
Community Income (X ₁)	0.837
Employment Status (X ₂)	0.877
Social Conditions (X ₃)	0.867
Increase in Public Service Satisfaction (Y)	0.847
Quality of Public Services (Z)	0.857

Source: Data Processing Results with PLS 4.0, 2024

The table above states that the Average Variant Extracted (AVE) value is greater than 0.5, which means that the existing construct equation is valid and worthy of being submitted for data analysis for subsequent research .

Reliability testing is used to assess the internal consistency of indicators that measure a latent construct in Structural Equation Modeling (SEM) and Confirmatory Factor Analysis (CFA). CR is similar to Cronbach's alpha, but is considered more accurate in the context of SEM because it takes into account the factor loading of each indicator. This can be seen in the following table:

Composite Reliability Analysis

According to (Zhou, Xiaogang, 2021) Composite

Table 4 Composite Reliability Test

Variable	Composite Reliability
Community Income (X ₁)	0.884
Employment Status (X ₂)	0.824
Social Conditions (X ₃)	0.764
Increase in Public Service Satisfaction (Y)	0.873
Quality of Public Services (Z)	0.883

Source: Data Processing Results with PLS 4.0, 2024

The table above states that value Composite reliability is greater than 0.6 significance, meaning that the existing construct data is reliable and suitable for use in subsequent research.

In confirmatory factor analysis (CFA) or structural equation modeling (SEM), discriminant validity analysis is the ability of a construct to truly differ from other constructs in the model. The results of the Discriminant Validity analysis can be seen in Table 5 below:

Discriminant Validity Analysis

Table 5 Discriminant Validity Analysis

	Increasing Public Service Satisfaction Moderating Effect 1	Increasing Public Service Satisfaction Moderating Effect 2	Increasing Public Service Satisfaction Moderating Effect 3	Increasing Public Service Satisfaction Moderating Effect 4	Increasing Public Service Satisfaction Effect 5
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Community Income	,751	1,000	,786	,617	,786
Job status	,665	,733	1,000	,722	,834
Social Conditions	,751	,786	,835	,765	1,000
Increasing Public Service Satisfaction	1,000	,755	,665	,636	,755
HR Development	,617	,627	,756	1,000	,759

Source: PLS Data Processing Results, 2023

Based on the table above, it can be seen that the AVE value of the construct equation is greater and has a greater difference from other construct equations, which means that there is no influence between the construct variables on Discriminant Validity .

Path Coefficient Testing

As for the path coefficient test , it can be seen from this table:

Table 6 R Square Test

Variable	R Square
Community Income (X ₁)	0.882
Employment Status (X ₂)	0.822
Social Conditions (X ₃)	0.862
Increase in Public Service Satisfaction (Y)	0.872
Quality of Public Services (Z)	0.852

Source: Data Processing Results with PLS 3.0, 2023

From the existing table, the R Square value of the variable increasing satisfaction with public services can be explained by the variables people's income, employment status, social conditions and quality of public services, amounting to 87.2%, while the remaining 12.8% can be explained by other variables which are not discussed. through study This .

Hypothesis testing

The results of hypothesis testing can be seen in the following table:

Table 7 Hypothesis Testing

Hypothesis	Influence	T-Statistics	P-Value	Results
H1	Community income increases	6,332	0,000	Accepted

	satisfaction with public services			
H2	Employment status on increasing satisfaction with public services	5,120	0.001	Accepted
H3	Social conditions towards increasing satisfaction with public services	4,537	0.002	Accepted
H4	Community income on the quality of public services	6,460	0,000	Accepted
H5	Employment status on the quality of public services	5,420	0,000	Accepted
H6	Social conditions on the quality of public services	4,268	0.001	Accepted
H7	The quality of public services towards increasing public service satisfaction	5,245	0,000	Accepted
H8	Community income increases public service satisfaction through public service quality as an intervening variable	6,650	0.001	Accepted
H9	Employment status on increasing public service satisfaction through public service quality as an intervening variable	5,443	0,000	Accepted
H10	Social conditions towards increasing public service satisfaction through public service quality as an intervening variable	4,521	0,000	Accepted

Source: Data Processing Results with PLS 3.0, 2023

According to the table above, it can be concluded that partially the variables of people's income, employment status and social conditions have an influence on increasing satisfaction with public services and influence the quality of public services. Simultaneously, the variables of people's income, employment status and social conditions influence increasing public service satisfaction through the variable quality of public services as an intervening variable.

DISCUSSION

Community Income Influences Increasing Satisfaction with Public Services

The results of the research state that people's income has an effect on increasing satisfaction with public services . This is in accordance with research (Haryadi, 2022) which states that people's income will tend to pay more for the services provided and will tend to have high expectations for good service and will also increase satisfaction when they use these public services.

Employment Status Influences Increasing Public Service Satisfaction

The research results explain that employment status has an effect on increasing satisfaction with public services . This is in line with research (Radu, Florin, 2022) which states that employment status will tend to have easier access to public satisfaction in order to increase satisfaction with public services and make service users always use these services.

Social Working Conditions Influence the Increase in Public Service Satisfaction

According to research results, social condition variables have an influence on increasing satisfaction with public services . This is in accordance with research (Gamaliel, Hendrik, Kalangi & and Warongan, 2022) which states that emerging social conditions will tend to make State officials have to always increase their capacity in serving the community, so that it will have a high impact on satisfaction with the services that will be

provided. given.

Community Income Influences the Quality of Public Services

The research results state that people's income influences the quality of public services . This is in accordance with research (Kamalulil, Errna Nadhirah, Panatik, Siti Aisyah and Sarwar, 2021) which explains that people who have good incomes will be able to increase access to public services, where public services that are easily accessible now are inseparable from increasing quality. public services provided through the implementation of a system that makes it easier to assist existing public services.

Employment Status Influences Improving the Quality of Public Services

The research results show that the employment status variable influences the quality of public services. This situation is in line with research (Gabinete, Greta, 2022) which states that good employment status will tend to be able to open and access an agency's public service system which gives hope for continuing to improve the services provided.

Social Conditions Influence the Improvement of the Quality of Public Services

The research results show that variables Social conditions influence the quality of public services. This is in accordance with research (Gunes, Huseyin Nihat and Bilek, 2020) which explains that increasing the quality of service will have an impact on improving the social conditions of government officials to always provide more services.

Public Service Quality Influences Increasing Public Service Satisfaction

The results of the research explain that public service quality variables have an influence on increasing public service satisfaction. This is in line with research (Ma, Liang and Zheng, 2019) which states that the better the quality of services implemented must be in line with increasing public service satisfaction to always use the services

provided by the Government.

Community Income Influences Increasing Service Satisfaction Public Through Quality of Public Services as an Intervening Variable

The research results show that the income variable influences community participation in development through the quality of public services as an intervening variable . This is in accordance with research (Romero-Subia, Jose Fernando, 2022) which explains that the role of people who have good incomes will tend to be served with good access to services and will make the quality of service even better, so that it will make people feel high satisfaction regarding the services provided.

Employment Status Influences Increasing Service Satisfaction Public Through Quality of Public Services as an Intervening Variable

The research results show that the income variable influences community participation in development through the quality of public services as an intervening variable . This is in accordance with research (D, Gashi, R, Halimi and H, 2023) which states that high employment status will make it easier to access public services and make people as users easily served and create satisfaction in using these services. , so that it will improve the quality of services provided.

Social Conditions Influence the Increase in Service Satisfaction Public Through Quality of Public Services as an Intervening Variable

The research results show that income influences community participation in development through the quality of public services as an intervening variable. This is in line with research (Kagarmanova, Ainur, 2022) which states that the better the social conditions of society, the easier it will be to serve public services, which will make users satisfied in using public services, and will tend to improve the quality of existing services.

IMPLEMENTATION

Increasing people's income, good employment status and social conditions that require the Medan City Government to implement the principle of

maximum service will tend to have an impact on improving service quality and increasing satisfaction with the public services provided to the community.

CONCLUSION

From the results of this research, the conclusions are that partially the variables of people's income, employment status and social conditions have an influence on increasing satisfaction with public services and influence the quality of public services. Simultaneously, the variables of people's income, employment status and social conditions influence increasing public service satisfaction through the variable quality of public services as an intervening variable.

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91

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