



The Influence of Service Quality Affects Public Satisfaction Towards Police Image in Driving License Issuance at Boalemo District Police Traffic Unit

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ABSTRACT

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This study aims to investigate and analyze the impact of service quality on public satisfaction with the police image in the issuance of driver's licenses (SIM) at the Traffic Police Unit of Boalemo District Police. Through path analysis involving 100 respondents regarding SIM services at the Boalemo District Police, the findings indicate that service quality significantly influences the police image. Service quality also significantly affects public satisfaction, while the police image also significantly influences public satisfaction. Additionally, service quality indirectly influences public satisfaction through the mediating variable of the police image.

Quality of Service, Public Satisfaction, Police Image

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INTRODUCTION

In an era of globalization full of competition and challenges, the government is faced with the demand to provide the best service to the community according to their needs. The quality of public services is an important indicator in assessing the success of government administration. Public services, which are the responsibility of government agencies, aim to improve community welfare. Public services can take various forms, both goods and services, which are implemented by government agencies at all levels, whether central, regional, or state-owned or regional enterprises, in order to meet community needs and statutory provisions.

The quality of public services can be seen from various dimensions, such as reliability, responsiveness, certainty and empathy, all of which contribute to meeting or even exceeding public expectations. Even though they have differences with business organizations, public organizations can also adopt the efficiency paradigm,

effectiveness, and the best service to the community. The focus of

improving service quality lies in satisfying the community as the main stakeholder, which requires a deep understanding of their needs.

Public satisfaction is the key to the success of public services, because it is an emotional response to the experience of using government products or services. For this reason, public service providers must understand and evaluate the needs of the community and ensure that the services provided are in accordance with their standards and expectations. By creating good service quality, the relationship between the agency and the community can become harmonious, create a positive image of the agency in the eyes of the public, and increase public trust in the delivery of public services.

The Republic of Indonesia Police is an integral part of the function of state government in maintaining security, order and providing services to the community. The focus covers various aspects, including maintaining public order, law enforcement, protection, guidance, and administrative services to the community. In line with Law No. 2 of 2002 concerning the National Police of the Republic of Indonesia, the police have broad responsibilities, including administrative services such as issuing motor vehicle documents and receiving complaints from the public.

Currently, many people feel that the quality of services provided by the police has decreased. Although it is well known that improving service quality is not easy, there are many factors that need to be considered (Poha et al., 2022). The impact of low service quality is the emergence of dissatisfaction and a negative image of the police institution. Critical moments in public services often arise when there is direct contact between the public and various aspects of government organizations. This dissatisfaction is not only caused by the arbitrary behavior of some officers, but also the low intensity of service to the community, which is one of the main factors in reducing public trust in the police bureaucracy.

To improve the image and improve the quality of public services, police agencies need to take concrete steps. This includes eradicating extortion practices and providing services that do not comply with applicable regulations. The public's expectations regarding services for making driver's licenses and other documents must be fulfilled with full responsibility.

Table 1.
Number of SIM applicants for the last three years at the Boalemo Police Traffic Police SIM Affairs Office

No	Year	SIM Group Type					Amount
		A	B1	BII	C	D	
1	2019	3100	471	114	11.516	-	15.201
2	2020	3494	347	206	11.666	1	15.714
3	2021	4169	286	137	13.093	-	17.685
Amount		10.763	1104	457	36.275	1	48.600

Source: Boalemo Police 2022

Based on the data presented in table 1, it can be seen that the number of SIM applicants at the Boalemo Police Traffic Police SIM Affairs Office has increased in the last three years. In 2019, there were 15,201 applicants, while in 2020 it increased to 15,714, and in 2021 it reached 17,685 applicants. This increase in the number of applicants shows the need to improve the quality of service at the Boalemo Police Traffic Police SIM Affairs Office. As public institutions, it is important for them to meet the demands of better services from the public, which is an integral part of the existence and sustainability of the organization. Service quality is a reflection of the quality of the institution in carrying out its functions. With good service, the agency's image will be well established in the eyes of the public, while poor service will not create satisfaction among the public.

Research at the Boalemo Police, especially regarding the creation of SIMs, is important because the Boalemo Regency area has a large area with population growth continuing to increase. Along with this growth, the demand for driving licenses has also increased, so there is a need to improve performance in SIM manufacturing services at the Boalemo Police. The existence of the Boalemo Police Traffic Unit has a crucial role in ensuring the smooth process of obtaining SIMs for the community. Therefore, improving service quality is a necessity to meet the hopes and desires of service users. Thus, this research aims to evaluate the influence of service quality on the image of the police and its impact on community satisfaction in the process of making a SIM at the Boalemo Police Station.

RESEARCH METHODE

The population in this study includes all users of the SIM making service at the Boalemo Police. The research used 100 respondents with a sampling method called the accidental sampling method. This method was chosen to select respondents by chance who met the research inclusion criteria. In this research, data analysis uses the Path Analysis Method (*Path Analysis Method*) as an analytical approach.

RESULT AND DISCUSSION

Hypothesis testing

The Influence of Service Quality on the Image of the Police

Hypothesis Testing Results (H1)

To test the influence of the service quality variable on the police image variable, the hypothesis can be seen through the probability results (0.000) based on the P value (significance value) < 0,05 (0,000 < 0.05) and can be seen from the t table and t count, namely t count is 7.496 while t table is 1.984 so it is $7.496 > 1,984$, eye H_a accepted (H_0 rejected), the results of this test show that there is a significant influence of the variable service quality on police image variables partially.

Results of Sub-structural equations I

$$Z = \rho_{zx} + e_1$$

$$Z = 0,604X + e_1(0,636)$$

This equation describes the causal influence of the Service Quality variable (X) on the image of the police (Z). Based on significance testing, the service quality variable (X) has an influence on the police image (Z) with a Beta value of 0.604 which shows the magnitude of the influence of the service quality variable (X) on the police image variable (Y1), therefore, the high and low image of the police is influenced by service quality of 60.4%.

The Influence of Service Quality on Satisfaction

Hypothesis Testing Results (H2)

To test the influence of service quality variables on satisfaction, it can be seen in table 4.9 through the probability results (0.020) based on the P value (significance value) < 0,05 (0,020 < 0.05) and can be seen from the t table and t count, namely t count is 2.359 while t table is 1.984 so it is $2.359 > 1,984$, eye H_a accepted (H_0 rejected), the results of this test show that there is a significant influence of the service quality variable on the partial satisfaction variable. With a beta value of 0.217 which shows the magnitude of the influence of the service quality variable on satisfaction, thus the level of satisfaction is influenced by service quality by 21.7%.

The Influence of Police Image on Satisfaction

Hypothesis Testing Results (H3)

To test the influence of the police image variable on satisfaction, it can be seen from the probability result of 0.000 based on the Pvalue (significance value) < 0.05 is (0.000 < 0.05) and can be seen from the t table and t count, namely t count is 5.869 while t table is 1.984 so it is $5.869 > 1,984$, face H_a accepted (H_0 rejected) means The police image variable has a significant effect on partial satisfaction. With a beta value of 0.539 which shows the magnitude of the influence of the police image variable on satisfaction, the level of satisfaction is influenced by the police image by 53.9%.

Direct, Indirect and Total Influence

Sub-structural I and sub-structural II calculations produce two equations that describe variable relationships independent to variables intervening and the relationship between independent variables and variables dependent. Sub-structural equations I and sub-structural II show the magnitude of the influence of X on Z, X on Y and Z on Y. The following is a table of direct influence, indirect influence and total influence, namely:

Table 2.

The influence of service quality (X) on the image of the police (Z) and its impact on community satisfaction (Y) directly and indirectly

No	Variable	Path Coefficient	Influence		Total
			Direct	Indirect	
1	X versus Z	0,604	0,604		0,604
2	X versus Y	0,217	0,217	$0,604 \times 0,539 = 0.325$	0.542
3	Z against Y	0,539	0,539		0,539
4	e1	0,636	0,636		0,636
5	e2	0,521	0,521		0,521

Source: Processed Primary Data (2023)

Based on table 2 regarding the results of path analysis of Satisfaction (Y) is 0.539. Meanwhile, the variable Service Quality (X) has a direct effect on Satisfaction (Y) of 0.217 and has no effect directly amounting to 0.325 because through the intervening variable, namely Police Image (Z), so the total influence result is 0.542.

The Influence of Service Quality on Satisfaction and Police Image as an Intervening Variable

Hypothesis Testing Results (H4)

To test the influence of the service quality variable on the satisfaction variable with the police image variable as an intervening variable, it can be seen

from the magnitude of the direct and indirect influence. It can be seen in Table 4.11 that the service quality variable has a direct effect on satisfaction of only 0.217 (21.7%), while the indirect effect is 0.325 (32.5%), so here it can be concluded that the direct effect of service quality on satisfaction is smaller than the indirect effect because of the influence of the police image variable which is a mediating variable which causes the indirect effect to be greater, so the results of the influence the total is 0.542 (54.2%).

Results of Sub-structural Equations II

$$Y = \rho_{yx} + \rho_{zy} + e_2$$

$$Y = 0.217X + 0.539Y + e_2(0,521)$$

This equation describes the influence of the Service Quality variable (X) on the Satisfaction variable (Y). Based on significance testing, the service quality variable influences public satisfaction because it is mediated by the police image variable.

Discussion

The Influence of Service Quality on the Image of the Police

High quality service can increase public satisfaction with SIM making services at the Boalemo Police. When the public is satisfied with the services provided, this can influence their perception of the overall image of the police. A positive police image will have a positive impact on public trust, positive perceptions of the police, as well as involvement and good relations between the police and the community.

Thus, it is important for the Boalemo Police to continue to improve the quality of services provided to the community. By providing good service and meeting community expectations, the image of the police can be improved, public trust can be maintained, and a harmonious relationship between the police and the community can be fostered. In this regard, Smith (2018) in their research collected data through a survey involving respondents from various community backgrounds. Respondents were asked to assess the quality of services provided by the police and the image they have of the police. The research results show that there is a positive relationship between service quality and police image. The higher the quality of services provided by the police, the more positive the image of the police will be in the eyes of the public. These results show the importance of providing good and quality services to build a positive image for the police. This research provides a deeper understanding of the relationship between service quality and police image based on public perception. This can be a reference for the police in improving the quality of their services in order to improve their image in the eyes of the public.

Furthermore, research conducted by Williams on the influence of service quality on public perceptions of police performance. This research involves collecting data through surveys conducted on a representative sample of the community. The research results show that high service quality has a positive influence on public perception on police performance. The higher the quality of service provided by the police, the better the public's perception of the police's performance. In this context, service quality includes aspects such as being responsive, friendly, professional and efficient in dealing with community needs and problems. This research contributes to understanding the relationship between the quality of police services and public perceptions of police performance. These findings can be an important reference for the police in improving service quality them to achieve a better image in the eyes of society. Please note that this description is based on the information provided and there has been no direct access to the research. For further information, it is recommended to refer to the original publication.

The Influence of Service Quality on Satisfaction

Research shows that there is a positive and significant influence between the quality of service provided by an institution or organization and the level of community satisfaction. The research results show that the higher the quality of service provided, the higher the level of satisfaction felt by the community. In the context of police services, good service quality includes factors such as responsiveness to community needs, ease of access, clarity of information, officer competency, service process efficiency, physical quality of facilities, and security and privacy are well maintained. When the public feels that the services provided by the police meet or exceed their expectations, they will tend to feel satisfied.

In the context of SIM making services at the Boalemo Police, if research shows that there is a positive and significant influence between service quality and community satisfaction, this could indicate that improving the quality of service at the Boalemo Police will have a positive impact on the level of community satisfaction with SIM making services. This is important to strengthen the positive image of the police in the eyes of the public and build greater trust and satisfaction in the relationship between the police and the public.

This is in line with research conducted by (Fauzi, 2022); (Pancarudin, 2019). The results of previous research show that there is a positive and significant influence between the quality of police services and community satisfaction with the Bululawang Police. This research provides an important contribution in understanding the importance of service quality in creating

public satisfaction with police services. The implication of this research is the need for more serious attention to improving the quality of services provided by the police, either through training officers, improving service systems, or improving supporting infrastructure.

The Influence of Police Image on Satisfaction

Research that has been conducted shows the influence of the police image on community satisfaction. The image of the police reflects society's perceptions, views and assessments of the police as an institution. A positive police image can have a positive impact on public satisfaction with the services provided by the police.

The research conducted explored the relationship between police image and community satisfaction. The image of the police refers to the public's perceptions, views and assessments of the police as an institution or institution. A positive image reflects public trust, appreciation and confidence in the performance and integrity of the police.

In this context, the study found that there is a significant relationship between police image and community satisfaction. When the public has a positive image of the police, they tend to feel satisfied with the services provided by the police. A positive image creates trust and a sense of security in the community, thereby increasing their satisfaction with police services.

The importance of a positive police image lies in its influence on public perceptions and expectations. A good image reflects the success of the police in carrying out their duties, such as handling crime, maintaining order, providing protection, and interacting positively with the community. A positive image can also influence public perceptions of police justice, transparency and accountability. In order to improve the image of the police, efforts need to be made that involve various aspects, such as increasing effective communication between the police and the community, transparency in police actions and decisions, improving the quality of service, and active involvement of the police in meeting the needs and expectations of the community.

This research provides a deeper understanding of the importance of police image in influencing public satisfaction with police services. By improving the image of the police, it is hoped that it can increase public trust and satisfaction with the police, as well as increase collaboration and partnership between the police and the community in creating a safe and comfortable environment.

Research that is relevant to these results is research conducted by (Anggoro, 2023); (Putra et al., 2021); (Maryati et al., 2020). The results of this research show that there is a positive and significant influence between image and satisfaction. The more positive the image the police have, the higher the

level of public satisfaction with the services provided. This research provides contribution in strengthening understanding of the importance of police image in influencing public satisfaction with police performance. The implication of this research is that greater efforts are needed from the police in building and improving their image in the eyes of the public. Efforts such as effective communication, transparency, active involvement with the community, and improving the quality of service can help improve the positive image of the police and ultimately increase community satisfaction.

The Influence of Service Quality on Satisfaction with Citrakepolian as an Intervening Variable

Research has shown that there is an influence of service quality on community satisfaction, with the image of the police as an intervening or intermediary variable. Service quality includes various aspects such as responsiveness, clarity of information, officer skills, process efficiency, and so on.

Good service quality can improve the image of the police in the eyes of the public. When people experience good service, they tend to form a positive perception of the police as an institution. A positive police image, in turn, can influence the level of public satisfaction with the services provided by the police.

A good police image reflects public trust, security and confidence in the police. This can increase the level of public satisfaction with the services provided by the police. People who have a positive perception of the police tend to be satisfied with the services provided.

The police image variable acts as an intermediary between service quality and community satisfaction. In other words, good service quality indirectly increases public satisfaction through forming the image of the police the positive.

The importance of police image as an intermediary variable shows that efforts to improve service quality alone are not enough. The police also need to pay attention to the image they build in the eyes of the community, either through effective communication, transparency in actions, active involvement with the community, and so on. By maintaining a good police image, public satisfaction with police services can be increased.

The results of this research are in line with research conducted by Ngo & Nguyen (2019) which examined the influence of service quality on customer satisfaction at the police in Vietnam. The research results show that service quality has a positive and significant effect on customer satisfaction. Image also acts as an intervening variable that mediates the relationship between service

quality and customer satisfaction.

Furthermore, Anggraini & Pasasa (2019) in their research evaluated the influence of service quality and company image (in the police context) on customer satisfaction. The research results show that service quality and company image have a positive and significant influence on customer satisfaction.

CONCLUSION

Based on the results of research regarding the influence of service quality on the image of the police and its impact on public satisfaction in making SIMs at the Boalemo Resort Police (Polres), several conclusions were found. First, the service quality variable has a significant influence on the image of the police. Furthermore, service quality also has a significant effect on public satisfaction. The image of the police has also been proven to have a significant influence on community satisfaction. Furthermore, the research results show that service quality has a direct influence on public satisfaction, as well as an indirect influence due to the mediating variable, namely the image of the police. Thus, it can be concluded that service quality contributes significantly to community satisfaction.

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