

THE EFFECT OF SERVICE QUALITY AND COMPLAINT HANDLING ON COMMUNITY SATISFACTION OF  
PUULORO VILLAGE OFFICE, SAMPARA DISTRICT, KONAWA REGENCY

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**Abstract:**

Good quality of public services and effective complaint handling are important factors in increasing community satisfaction with the services provided by the village government. However, there is still a gap in understanding how these two variables affect the level of community satisfaction in rural areas, especially in the Puuloro Village Office, Sampara District, Konawe Regency. The lack of research specifically examining the relationship between service quality and complaint handling at the village level suggests that there are gaps in the literature that need to be filled. This study uses a quantitative approach with a survey method and Slovin sampling technique, involving 86 respondents to test the influence of these two variables on community satisfaction. The findings of this study show that the quality of service and handling of complaints simultaneously and partially has a positive and significant effect on community satisfaction. Practically, the results of this study provide recommendations for village governments in improving the quality of service and responsiveness to community complaints, which ultimately contributes to increasing community trust and loyalty to government agencies. This research has limitations on the scope of objects limited to one village, so further research is recommended to expand the variables and objects of research.

**Keywords:** community satisfaction; quality of service; handling complaints; Public Service

**Abstract:**

Good public service quality and effective complaint handling are crucial factors in enhancing community satisfaction with services provided by local governments. However, there remains a gap in understanding how these two variables influence the level of satisfaction in rural areas, particularly in the Puuloro Village Office, Sampara District, Konawe Regency. The lack of research specifically addressing the relationship between service quality and complaint handling at the village level indicates a gap in the literature that needs to be addressed. This study employed a quantitative approach using a survey method and the Slovin sampling technique, involving 86 respondents to examine the influence of these variables on community satisfaction. The findings revealed that service quality and complaint handling, both simultaneously and partially, have a positive and significant impact on community satisfaction. Practically, the results provide recommendations for local governments to improve service quality and responsiveness to complaints, ultimately contributing to increased trust and loyalty of the community toward public institutions. This study is limited to one village, and future research is suggested to expand variables and the scope of the study to provide a more comprehensive understanding.

**Keywords:** complaint handling; community satisfaction; public service; Service quality

**Background**

Public services are a crucial aspect in every interaction between the community and the government, where the quality of services provided by government institutions directly affects community satisfaction. According to the theory of service quality, quality public services are services that are able to meet the needs and expectations of the community (Aini, 2019). The quality of service is not only measured from the aspect of the final result, but also from the service process carried out by the officers. This emphasizes that the success of public service institutions is greatly influenced by their ability to provide professional and efficient services.

In addition, the quality of public services has a strategic role in creating public perception of government performance. When people feel that the services provided are in line with their expectations, the level of satisfaction will increase, and conversely, poor service will decrease the level of public trust (Ko & Kim, 2018). Therefore, in every form of public service, both at the local and national levels, maintaining the quality of services is an important step to maintain good relations between the government and the community (Abidin et al., 2023).

The quality of public services not only serves as a tool to meet the needs of the community, but also as a means to increase public trust and loyalty to the government. In the context of public services in villages, where communities are often highly dependent on the services provided, the quality of services is very important. Previous research has shown that good service quality can increase public trust in local governments, especially in rural areas (Hermawan, 2020). This shows that the quality of public services must always be a top priority for every government agency, including the Puuloro Village Office.

Public satisfaction with public services is not only measured by how well the service is provided, but also by how the institution handles complaints or complaints that arise. According to research (Mardiana et al., 2023), fast and efficient complaint handling has a major impact on customer satisfaction levels. If the community's complaints are responded to properly, this shows that the institution cares about the needs and expectations of the community. Community satisfaction is greatly influenced by the problem-solving process experienced by customers, where responsive service reflects the quality of the institution in managing relationships with the public.

A good complaint handling process gives a positive signal to the community that their complaints are heard and appreciated by public service institutions. Based on research (A, 2022; Afriani, 2022) Complaints addressed in a timely manner not only increase satisfaction, but also improve the image of the institution. Therefore, it is important for every institution to have a system that can handle complaints effectively and transparently. The faster complaints are responded to and handled, the higher the level of trust that will be formed in the community.

In addition, quality complaint handling will increase overall community satisfaction, especially in the context of public services in rural areas. (Kotler, 2019) explained that when people are satisfied with how their complaints are addressed, their loyalty to the agency will increase. This indicates that complaint handling not only functions to improve existing problems, but also as a strategic tool in building long-term relationships with the community. Thus, effectively managing complaints is one of the most efficient ways to increase community satisfaction.

Effective complaint handling plays an important role in building public trust in public service institutions. When the public feels that their complaints are handled quickly and professionally, their level of trust in the institution will be (Febrianti & Priyadi, 2022). In this case, any complaint or complaint that is resolved properly can strengthen the relationship between the community and the institution. People who feel heard tend to have a positive view of the services provided, thereby increasing their loyalty.

Public loyalty to public institutions can be affected by the quality of interaction during the complaint handling process. Research by (Kotler, 2021) It shows that effective complaint handling not only solves problems, but also provides a higher sense of trust to the community. This underscores the importance of institutions to respond quickly to every complaint submitted, because the better the handling, the greater the community's loyalty to the institution. Ultimately, this loyalty can encourage people to continue using the services provided by the institution.

Furthermore, effective complaint handling can also prevent dissatisfaction in the future. According to (Hermawan, 2020) Public trust will grow when complaints are handled fairly and transparently. This creates an environment where people feel safe and trust that any problems that arise will be solved properly. Therefore, a good complaint handling strategy not only increases satisfaction, but also builds a stronger foundation of trust and loyalty between the community and public service agencies.

In rural areas, the services provided by the village government play a very important role in meeting the daily needs of the community. The quality of service and response to complaints are factors that greatly determine the level of community satisfaction. According to research (RAHMAN, 2022), people in rural areas tend to have higher expectations for local government services, given that they rely heavily on those services for various aspects of life, including administration and social welfare. Therefore, the quality of public services in the village not only serves to meet basic needs, but also builds public trust in village institutions.

Effective village services can encourage the community to be more active in interacting with the government. This is confirmed by (Kotler & Keller, 2019) which emphasizes that the village government needs to provide responsive and solution-solving services to meet the expectations of the community. In addition, a quick response to complaints and problems faced by the community will affect how the community views the performance of the village government. In many villages, the government is often the only provider of essential services, so the quality of the services provided will have a significant impact on community satisfaction.

In addition, in the context of the village, the handling of complaints is not only related to solving problems, but also as a means of strengthening the relationship between the community and the village government. (Febrianti & Priyadi, 2022) revealed that institutions that are able to handle complaints well tend to create stronger bonds with their communities. People who are satisfied with the way their complaints are handled will be more likely to support village government programs. Thus, the quality of service and the handling of complaints are crucial factors that affect the stability of the relationship between the village government and the community.

This study focuses on an in-depth analysis of the influence of service quality and complaint handling on community satisfaction of the Puuloro Village Office, Sampara District, Konawe Regency. As part of the study, it was identified that the quality of services and how complaints are handled are the main variables that affect community satisfaction with village services. This is in line with the findings (Afriani, 2022), which states that public satisfaction does not only depend on the quality of services provided, but also on how institutions respond to problems that arise.

This study emphasizes the importance of measuring public perception of service quality, because this perception can reflect the effectiveness of village government performance. Using a quantitative survey method, data on community satisfaction were collected to see how much the variables of service quality and complaint handling had an effect on overall satisfaction. (ANDRA, 2020) explained that this kind of research provides an in-depth view of the direct relationship

between public services and public satisfaction levels, which ultimately has implications for improving public service performance.

The results of this study provide relevant recommendations for village governments in improving the quality of services provided. The researcher hopes that the results of this study can be the basis for the development of better public service policies, especially in increasing the capacity of complaint handling at the Puuloro Village Office. By paying attention to the results of previous research, as revealed by (ANDRA, 2020; Daraba, 2019), it is hoped that this research can contribute to the literature on public service management at the village level.

The ideal quality of public services is often not achieved because there is still a gap in the understanding of service standards by institutions. Based on research by (Bisri & Asmoro, 2019), many public institutions have failed to meet public expectations regarding the quality of services that should be provided. This is due to differences in interpretation between the government and the public regarding what is meant by quality services. Researchers also found that lack of training for public service workers is often a major obstacle to achieving ideal service standards. This lack of understanding ultimately lowers the level of community satisfaction with the services received, especially in areas that are heavily dependent on public services, such as in rural areas.

Unresponsiveness in handling complaints in various public institutions is still a serious problem that is often ignored. (Erlianti, 2019) noted that institutions that do not respond quickly tend to experience a significant decrease in customer satisfaction. In many cases, people who do not get timely solutions feel neglected, which can ultimately lower their trust in public service institutions. The speed and effectiveness of handling complaints are the main indicators in assessing the performance of public service institutions, and unfortunately, many institutions have not prioritized this aspect optimally. This unresponsiveness not only reduces public satisfaction, but also reduces public loyalty to the institution.

Many studies have examined the quality of services and handling complaints, but most have not touched on the context of village government in particular. (Zhalelkanova et al., 2021) emphasized that research on handling complaints is still dominated by the commercial service sector, while aspects of public services in villages often go unnoticed. This shows a gap in the literature that discusses how the relationship between service quality and complaint handling plays a role in improving community satisfaction in rural areas. In village government, complaint handling may have different dynamics compared to other institutions, so further research is needed to understand this unique context. More specific studies at the village level are essential to develop service improvement strategies that suit the needs of local communities.

One of the problems that often arise in public service research is the lack of consistent measurement of community perceptions, especially in villages. (al., 2021) noted that the measurement of public perception must be carried out systematically and continuously to get a representative picture. Unfortunately, in many villages, this measurement approach is often not done consistently, so the results of the study can be distorted and not reflect the actual reality. This inaccuracy of perception data can result in inappropriate conclusions and less effective policymaking. Therefore, a more systematic and accurate method is needed in measuring public perception of service quality and complaint handling.

Until now, there has been no in-depth research that focuses on the influence of service quality and complaint handling on community satisfaction at the Puuloro Village Office, Sampara District, Konawe Regency. Previous researchers have discussed this topic more in the context of urban or larger government agencies (Primary, 2021). As a result, there is a knowledge gap on how these factors affect community satisfaction in villages, which are the closest units of government to the

community. This lack of research makes it difficult for policymakers at the village level to understand the specific needs of their communities and make appropriate improvements to public services. More in-depth studies are needed to fill this void and provide clear guidance for village governments.

This research is important and urgent because service quality and complaint handling are two crucial factors that directly affect community satisfaction with public services, especially at the village level. Failure to handle complaints in a timely manner and provide quality services can reduce public trust in the village government, which is the closest entity to meeting the daily needs of the community. In the context of the Puuloro Village Office, Sampara District, Konawe Regency, the absence of comprehensive measurements regarding the influence of these two factors has created a gap in efforts to improve the quality of village services. The findings of this study are expected to be a solution to the fundamental problem that has not been solved so far, namely how to increase community satisfaction through improving the quality of services and handling complaints at the village government level.

Therefore, this study aims to explore and analyze the influence of service quality and complaint handling on community satisfaction in Puuloro Village Office, Sampara District, Konawe Regency. Through this approach, the researcher wants to provide a clearer and deeper picture of the relationship between the two variables in the context of public services in the village. This study also aims to identify factors that contribute to an increase or decrease in community satisfaction, so that it can provide relevant recommendations for village governments in improving their service performance.

Based on this, the formulation of the problem proposed in this study is as follows: First, whether the quality of service and the handling of complaints simultaneously have a significant effect on the satisfaction of the community of the Puuloro Village Office, Sampara District, Konawe Regency. Second, whether the quality of service partially has a significant influence on the satisfaction of the Puuloro Village Office. Third, whether the partial handling of complaints is also predicted to have a significant effect on community satisfaction in the village. So the hypothesis is based on the assumption that good service and responsive complaint handling will increase the community's positive perception of the performance of public services in the village, which in turn will increase their overall satisfaction.

## **Literature Review**

Service quality has long been recognized as one of the main factors that determine public satisfaction in various public service contexts. (Daraba, 2019) stated that service quality is measured based on five main dimensions, namely tangibility, reliability, responsiveness, assurance, and empathy. Service quality that is in line with people's expectations will result in a higher level of satisfaction. In public services, especially in village government, these five dimensions must be applied properly to create optimal services. Village governments that are able to provide quality services through the application of these dimensions will build strong relationships with the community and increase their satisfaction.

Handling complaints is also an important aspect in creating effective services. (Ristiani, 2020) explained that good complaint handling not only solves the problems faced by service users, but also improves the relationship between the community and the institution. Well-handled complaints show the institution's commitment to responding to the needs of the community. In the

public service sector, especially at the village level, the ability to respond to complaints quickly and effectively is essential to maintain public trust. This is in line with research by (Medah et al., 2023), which found that institutions that had responsive complaint handling systems tended to get higher levels of satisfaction from the public.

Public satisfaction in public services is greatly influenced by the interaction between service quality and complaint handling. (Kotler & Armstrong, 2019) argue that community satisfaction is the result of people's perception of service performance that meets or exceeds their expectations. In the context of village government, where communities are highly dependent on the services provided, service quality and complaint handling are key factors in maintaining a positive relationship between the community and institutions. Therefore, this study examines the relationship between service quality and complaint handling on community satisfaction in the Puuloro Village Office, which is expected to make an important contribution to the literature on public services in rural environments.

### Research Methodology

This study uses a quantitative research design with a survey approach to measure the influence of service quality and complaint handling on community satisfaction. The population in this study is the entire community of Puuloro Village, Sampara District, Konawe Regency, which totals 616 people. The research sample was determined using the Slovin formula, and a sample of 86 respondents was obtained. This method was chosen so that the results of the study could be generalized to a wider population, taking into account the error rate of 10%.

The instruments used in this study consist of questionnaires compiled based on the variables of service quality, complaint handling, and community satisfaction. The questionnaire contains closed-ended questions on a Likert scale to measure respondents' perceptions. Qualitative data was also collected through interviews to obtain additional relevant information from the people of Puuloro Village. In addition, documentation is also carried out to collect secondary data which includes the organizational structure and tasks at the Puuloro Village Office.

The data collection procedure begins with the distribution of questionnaires to randomly selected respondents. Interviews were conducted with several relevant respondents to get more in-depth information. Secondary data was obtained through the collection of documents from the Puuloro Village Office, which served to complement the primary data collected. After all the data was collected, the data was analyzed using statistical analysis techniques to determine the influence of independent variables on community satisfaction.

### Results and Discussion

#### Data Analysis Results

#### Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		86
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.74053199
	Absolute	.092

Most Differences	Extreme Positive	.092
	Negative	-.085
Test Statistic		.092
Asymp. Sig. (2-tailed)		.070c

Source: SPSS Output 2024

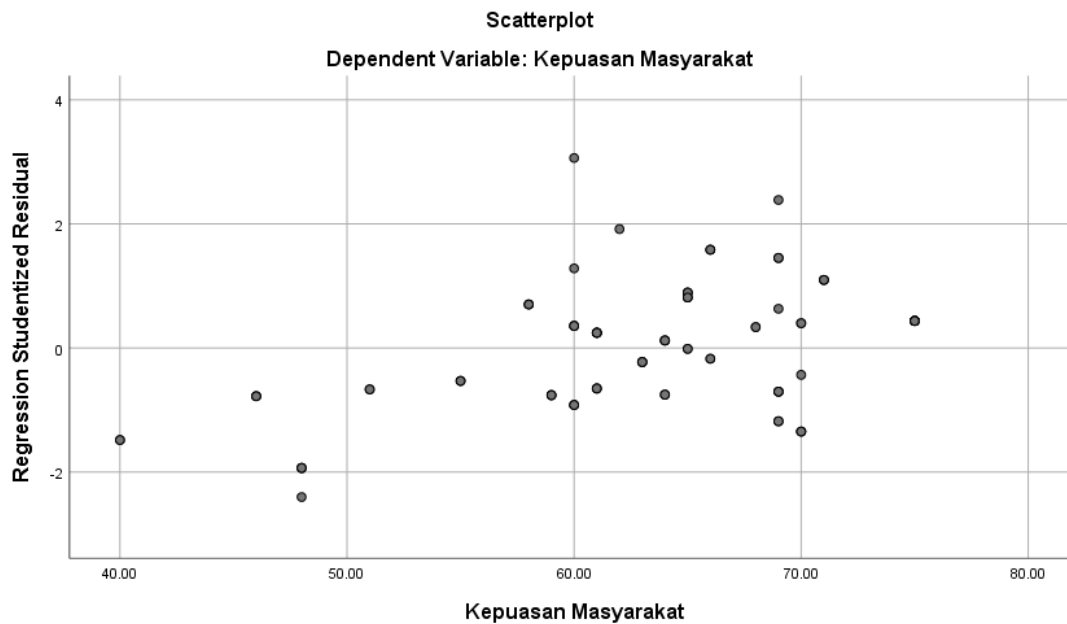
### Multicollinearity Test Results

Coefficients <sup>a</sup>			
Type		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Quality of Service	.766	1.306
	Complaint Handling	.766	1.306

a. Dependent Variable: Community Satisfaction

Source: SPSS Output 2024

### Heteroscedasticity Test Results



Source: SPSS Output 2024

### Multiple Regression Analysis Test Results

Coefficients <sup>a</sup>						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-13.822	4.452		-3.104	.003
	Quality of Service	.532	.066	.471	8.062	.000
	Complaint Handling	.842	.089	.555	9.496	.000

a. Dependent Variable: Community Satisfaction

Source: SPSS Output 2024

$$Y = -13,822 + 0,532 + 0,842$$

Based on the results of the multiple linear regression calculation obtained, what is read is the value in the Regression coefficient column (b). So from the table above, the multiple linear regression equation can be obtained as follows:

1. The constant value is -13.822, this indicates that if the variable of service quality and complaint handling is assumed to be a constant or equal to zero (0), then the variable bound to community satisfaction of the Puuloro Village Office, Sampara District, Konawe Regency will experience a significant increase.
2. An X 1 coefficient of 0.532 can be interpreted that if the independent variable of Service Quality (X1) increases, then the use of QRIS digital wallets will also increase. This shows that the Service Quality variable contributes positively to the satisfaction of the community of the Puuloro Village Office, Sampara District, Konawe Regency.
3. The X2 coefficient of 0.842 can be interpreted that if the independent variable of Complaint Handling (X2) increases, then the satisfaction of the community of the Puuloro Village Office, Sampara District, Konawe Regency will also increase. This shows that the Complaint Handling variable contributes positively to the satisfaction of the community of the Puuloro Village Office, Sampara District, Konawe Regency.

Coefficient of Determination Test

<b>Model Summary<sup>b</sup></b>				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.885a	.783	.778	3.78533
a. Predictors: (Constant), Complaint Handling, Quality of Service				
b. Dependent Variable: Community Satisfaction				

Source: SPSS Output 2024

### Hypothesis Testing

#### Test F (Simultaneous)

<b>ANOVA<sup>a</sup></b>						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4290.448	2	2145.224	149.715	.000b
	Residual	1189.284	83	14.329		
	Total	5479.733	85			
a. Dependent Variable: Community Satisfaction						
b. Predictors: (Constant), Complaint Handling, Quality of Service						

Source: SPSS Output, 2024

#### Test t (partial)

<b>Coefficients<sup>a</sup></b>			
Type		t	Sig.
1	(Constant)	-3.104	.003
	Quality of Service	8.062	.000
	Complaint Handling	9.496	.000
a. Dependent Variable: Community Satisfaction			

Source: SPSS Output 2024

Based on the results of the t-test, it is interpreted as follows:



The variable of service quality has a positive and significant effect on community satisfaction of the Puuloro Village Office, Sampara District, Konawe Regency, which is shown by a positive regression coefficient of 8.062 and a significant value of  $0.000 < 0.05$ , so that the hypothesis proposed can be accepted. On this basis, the service quality variable can also be included as one of the variables that has a significant influence on community satisfaction of the Puuloro Village Office, Sampara District, Konawe Regency.

The variable of handling complaints had a positive and significant effect on community satisfaction of the Puuloro Village Office, Sampara District, Konawe Regency, which showed a positive regression coefficient of 9.496 and a significant value of  $0.000 < 0.05$ , so that the hypothesis proposed could be accepted. On this basis, the variable of complaint handling can also be included as one of the variables that has a significant influence on community satisfaction of the Puuloro Village Office, Sampara District, Konawe Regency.

Based on the above test, this study shows that the quality of service and the handling of complaints simultaneously have a significant effect on community satisfaction in the Puuloro Village Office, Sampara District, Konawe Regency. Based on multiple linear regression analysis, a regression equation with a constant coefficient of -13.822 was obtained, which indicates that if the two independent variables are assumed to be zero, public satisfaction will increase significantly. The service quality coefficient (X1) of 0.532 indicates that improving service quality will have a positive impact on community satisfaction, while the complaint handling coefficient (X2) of 0.842 also shows a positive influence on community satisfaction. The Adjusted R Square value of 0.778 confirms that 77.8% of the variation in public satisfaction can be explained by these two variables, while the remaining 22.2% is influenced by other factors outside the model.

The normality test showed that the distribution of normal residual data with a Kolmogorov-Smirnov significance value of 0.070, which was greater than 0.05, thus satisfying the assumption of normality. The multicollinearity test also showed the absence of multicollinearity, with a Tolerance value of 0.766 and a VIF of 1.306, which were within safe limits. The heteroscedasticity test did not show a significant pattern, so the model was considered to contain no heteroscedasticity. The results of the F test produced a significance value of 0.000, which showed that the two independent variables simultaneously had a significant effect on community satisfaction. The partial t-test showed that both the quality of service and the handling of individual complaints had a significant effect, with each significant value of 0.000.

## **Discussion**

The results of this study show that the good quality of public services significantly increases public satisfaction, overcoming the problem of lack of understanding of ideal service standards in many institutions. These findings are consistent with the theory proposed by Parasuraman et al. (2020), which states that the perceived quality of service in accordance with people's expectations will increase their satisfaction levels. In the context of the Puuloro Village Office, improving service quality contributes directly to increasing the community's positive perception of the village government's performance. This proves that the implementation of clear and consistent service standards is very important to ensure community satisfaction in the public sector, especially in rural environments that are often under-resourced.

Effective complaint handling has proven to be a solution to the problem of institutional unresponsiveness, which is often the main complaint of the community. The findings of this study reinforce the argument of Zeithaml et al. (2021) that quick response to public complaints can improve the relationship between society and institutions, as well as increase public trust in the

government. At the Puuloro Village Office, the prompt and efficient handling of complaints has proven not only to solve problems immediately, but also to strengthen public trust in the services provided. Institutions that are able to handle complaints well show that they care about the needs of the community, which ultimately increases community loyalty to the services provided.

This study also fills a gap in the literature regarding the relationship between service quality and complaint handling at the village government level. Previously, studies examining these variables focused mostly on the commercial sector or government institutions in urban areas. Lovelock & Wirtz (2021) noted that the relationship between these variables in rural environments has not been widely researched, so this finding makes a new contribution in understanding the dynamics of public services in villages. This shows that the quality of service and handling of complaints in villages has a significant impact on community satisfaction, and needs to be considered more seriously in public service policies at the local level.

The lack of consistent measurement of community perceptions at the village level often leads to unrepresentative research results, but this study manages to address the problem by using the right methodology. The use of structured questionnaires and representative sampling techniques ensures that the data obtained accurately reflects the views of the public. The theory put forward by Kotler & Keller (2022) supports this approach, where they state that systematic and consistent measurement of perception is the key to obtaining valid results. Thus, this study succeeded in producing more representative data and can be used as a basis for making public service policies.

This study overcomes the research gap in the Puuloro Village Office related to the influence of service quality and complaint handling on community satisfaction. Previously, there had been no studies that had in-depth examined this problem in the village, so this finding provides relevant new insights for the local village government. Based on the public service theory proposed by Grönroos (2020), good service at the village level has a direct impact on the welfare of local communities. Therefore, this study provides practical guidance for village governments to improve service quality and improve responsiveness to complaints, which can ultimately improve overall community satisfaction.

## **Conclusion**

Based on the results of the study, it can be concluded that the quality of service and the handling of complaints simultaneously have a positive and significant influence on community satisfaction in the Puuloro Village Office, Sampara District, Konawe Regency. Partially, both the quality of service and the handling of complaints have also been proven to have a significant impact on community satisfaction. This shows that improving service quality and effective complaint handling can directly increase people's perception of the services received, which will ultimately increase their satisfaction.

These findings have important theoretical and practical implications, especially in the fields of human resource management (HR) and public services. Theoretically, this study enriches the understanding of the relationship between service quality, complaint handling, and community satisfaction, especially in the village government environment. Practically, the results of this study provide solutions for village governments to improve public service performance by focusing more on responsive complaint handling and improving service quality. However, this research has limitations, especially in the scope of the research object which is limited to one village. Therefore, future research is suggested to add other variables such as work discipline and compensation, as well as expand the research object to the private sector to gain a more comprehensive understanding.

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