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FACTORS INFLUENCING CITIZEN SATISFACTION IN GETTING PUBLIC SERVICE

(Case Study: The Service User of The Investment and One Stop Service Agency of Tanah Bumbu Regency In 2018)

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FACTORS INFLUENCING CITIZEN SATISFACTION IN GETTING PUBLIC SERVICE (Case Study: The Service User of The Investment and One Stop Service Agency of Tanah Bumbu Regency In 2018

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ABSTRACT

The objective of this research is to explain the factors influencing citizen satisfaction service in the Investment and One-Stop Service Agency of Tanah Bumbu Regency. In particular, this research seeks to analyze the level of citizen satisfaction and the extent to which Awareness Factor, Rules Factor, Organizational Factor, Income Factor, Skill-Ability Factor, and Service Facility Factor influence Citizen Satisfaction with Public Service. This study uses a mixed methodology with a sequential mix method, namely a sequential explanatory strategy. Research variables are operationalized into indicators, which are converted into questionnaires. The sampling technique is a non-probability sampling technique with incidental sampling. Using Slovin's Formula to calculate the number of sample is 93 respondents. The quantitative data was analyzed by the SmartPLS 3.0 program. The findings in this study show that the level of citizen satisfaction is included in the category "Satisfied" with the accumulated index value of 3.88. Furthermore, the variable of Citizen Satisfaction with Public Service is influenced by variables of Awareness Factor, Rules Factor, Organizational Factor, Income Factor, Skill-Ability Factor dan Service Facility Factor for 70,5%. Whereas factors influencing citizen satisfaction are Awareness Factor, Rules Factor, Organizational Factor, and Skill-Ability Factor has a positive and significant influence on citizen satisfaction with T Statistics is less than 1.96 and P Values is bigger than 0.05. Besides, Income Factors and Service Facility Factor do not have a significant influence on Citizen Satisfaction in getting public service with T Statistics is bigger than 1.96 and P Values is less than 0.05.

Keywords: Citizen Satisfaction, Public Service, One-Stop Service, Tanah Bumbu Regency, South Kalimantan Province

1. Introduction

Nowadays, demands arise for the government to provide public services oriented to society and responsive to the needs of the society. This is in accordance with the paradigm of public administration in the perspective of 'New Public Service' where the role of government is 'serving' the public with the aim of improving service quality (Yusriadi, 2018: 8). However, the demand for these services usually far exceeds the government's ability to fulfill them that will lead to citizen dissatisfaction with the services received. This is proved with an article entitled Rapot Merah Pelayanan Publik di Indonesia quoted from https://tirto.id in 2016, the Head of the Ombudsman of Republic Indonesia, Amzulian, concluded that "the low level of public services still appears with the high practice of the illegal levies and bribes". Furthermore in 2017, quoted from https://www.aa.com.tr (2017), it is known that the low level of public service is still the biggest problem for Indonesia and there is a need to increase the use of information technology so that public services are

accountable and free of Corruption, Collusion and Nepotism (CCN) actions. Likewise quoted from http://kompas.com, throughout 2017, the Ombudsman received 7,999 public reports that are divided into ten types of maladministration on public service.

A surveys conducted by World Bank also showed bad report on public services in Indonesia. Based on the World Bank report related to the Ease of Doing Business (EoDB). Throughout the four years of Joko Widodo and Yusuf Kalla's administration, Indonesia's EoDB ranking has been increased quite significantly but has not been able to raise Indonesia's position neither at the global nor the Southeast Asian level. In EoDB 2019, Indonesia fell one rank to the 73rd position (with a score of 67.96) from 190 countries. Meanwhile, at the Southeast Asia level, the competitiveness of EoDB in Indonesia is still lagging behind, stagnating still as in previous years, in 6th position among other Southeast Asian member countries. Indonesia is under Singapore (ranked 2 with a score of 85.24), Malaysia (ranked 15 with a score of 80.6), Thailand (ranked 27 with a score of 78.45), Brunei Darussalam (ranked 55 with a score of 72.03), and Vietnam (ranked 69 with a score of 68.36) (https://databoks.katadata.co.id, 2018). This position is still far from what had been targeted by President Jokowi, which is a 40th ranked on a global level.

The quality of public services in Indonesia is expected to improve while the issuance of Law No. 25 of 2009 dated 18 July 2009 regarding Public Services. This law has become a momentum and concrete steps from the government to bring the best services to the society. Nowadays, society or business world expects to be able to meet service needs, especially administrative services from the government in one place. One of the strategies implemented by the government was the establishment of One-Stop Service at both the central and regional levels. This is in accordance with the Presidential Regulation of the Republic of Indonesia Number 97 of 2014 concerning the Implementation of One-Stop Integrated Services and Number 91 of 2017 concerning Acceleration of Business Implementation. The implementation of good public services at the regencies/cities level is also the responsibility of the government for society.

In the context of regional autonomy, the existence of One-Stop Service in regencies/cities is expected to encourage economic growth through increased investment by giving greater attention to the micro, small and medium enterprises actors. The aim to be achieved is to improve the quality of public services that lead to citizen satisfaction. Besides, it gives wider access to society to obtain public services. Service implementation at the Investment and One-Stop Service Agency of Tanah Bumbu Regency must provide the best service to businessmen or service users. The success of service delivery is determined by the level of satisfaction of service users. The satisfaction of service users can be achieved if they obtain services in accordance with what are they needed and expected.

Thus, based on the explanation above, to ensure the realization of public expectations for good public services. The researcher feels the importance of assessments related to the level of citizen satisfaction and analysis related to factors that can be influence citizen satisfaction in getting public services by conducting studies at the Investment and One-Stop Service Agency in Tanah Bumbu Regency. This citizen satisfaction assessment is one of the benchmarks for service units to conduct evaluations to improve the quality of public services.

2. Literature Review

To see the extent of the government's success in serving the society, a study is conducted. There are some research applying the regulation in his/her research, as what has been written by Heri Wahyudianto B.P. (2015). In the result of his study, he presented a comprehensive measurement method about citizen satisfaction with shows the elements of citizen satisfaction applicatively into 28 items of research instruments that can be used as one of the guidelines for satisfaction surveys on public service units. It represented the elaboration of 14 elements of citizen satisfaction index which are presented in the Decree of Indonesian Minister of Administrative Reform No. KEP/25/M.PAN/2/2004. The author also emphasized that it is very important to conduct satisfaction surveys on the implementation of public services. In line with this statement, Handyan Prasetyo Dwi (2018) also conducted a satisfaction survey on one of the public service units. He analyzed the quality of licensing services in the Investment and One-Stop Service Agency (DPMPTSP) of Semarang Regency according the elements of citizen satisfaction survey based on the Indonesian Minister of Administrative and Bureaucratic Reform Number 14 of 2017.

Furthermore, citizen satisfaction on services, service performance, and service quality are interrelated with each other. Therefore, there are some researcher who use service quality indicators as a benchmark to determine citizen satisfaction with public services held by a government agency. Their study used SERVQUAL models from Zeithaml, et al. on measuring citizen satisfaction The first researchers are Aldri Frinaldi and Muhammad Ali Embi (2015), they conducted a study about the influence of service quality toward citizen satisfaction in Padang private hospital, West Sumatra Province with the use eight dimensions of SERVQUAL model. The eight dimensions are tangibles, access, reliability, responsiveness, assurance, empathy, delivery and timeliness. The second researcher is Siti Husna Ainu Syukri (2014), where she used five dimensions of the SERVQUAL model in her study about the application of Customer Satisfaction Index (CSI) on the service quality of Trans Jogja. The five dimensions are tangibles, reliability, responsiveness, assurance and empathy. The third researcher is Yayat Rukayat (2017) who conducted study about service quality in the Population Administration Unit with the five dimensions of SERVQUAL model as an independent variable. Then, the next is a study conducted by Roxana Aleḿan, Raḿon Gutíerrez-Śanchez and Francisco Líebana-Cabanillas (2017), in their study, the measures were related variables and concepts that can determine citizen satisfaction on public services in Spain. The analysis result showed that the Key Drives of CIS in Spain were related as a whole with the SERVQUAL model.

Furthermore, there are some studies that used several factors that influence citizen satisfaction on public service unit with the differences of variables. First is study written by Untung Sartini, Maria Magdalena Minarsih, and Heru Sri Wulan (2016), the results obtained from this study were that there are positive and significant influence of facility, public service and professional employee on citizen satisfaction. Secondly, it is a previous study conducted by Zaini Rohmad (2017). In his study, he tried to identify the factors that influence citizen satisfaction by using four factors, namely planning, coordination, supervision, and transactional

leadership. With the results of the analysis obtained, it was known that there is a high correlation between variables are tested, namely variables of planning, coordination, supervision and leadership. Bevariate analysis showed that the four independent variables were positively correlated with the level of citizen satisfaction. Thirdly, study was done by Arif (2013), he identified three factors influencing citizen satisfaction, namely system and procedure, capacity and capability of staff in providing services, and reasonableness of service charge. The conclude of his study is all three variables showed a significant influence on citizen satisfaction. Another study was done by Haryanto (2013), he used service quality, service facility, and price as indicators determining the satisfaction of service users in the office, where the service quality aspect that used are the five dimensions of SERVQUAL model. The results obtained are the service quality, facilities and price have a positive influence on citizen satisfaction.

In conclusion, most of previous research, the indicators that were used to determine citizen satisfaction are dominated by two forms, namely according to an existing regulation and theory of SERVQUAL Model. The difference between previous research with this research is this research uses the six supporting factors of public service implementation (according to Moenir, 2015), these factors will be the indicators or the independent variables. Another difference is the location of study which are conducted at the Investment and One-Stop Service Agency of Tanah Bumbu Regency and also the different year of study.

3. *Theoritical Overview*

According to the Law Number 25 of 2009 regarding Public Services, it is explained that public service is an activity or series of activities in order to fulfill service needs in accordance with the state of law and regulation for every citizen and resident for goods and services and/ or administrative services provided by the public service providers. Regarding public services, Cigu and Constantin (in Irawan, 2017) stated that public services are indicators of government performance so that they are related to citizen satisfaction. The implementation of public service by the government to the public is closely related to efforts to create citizen satisfaction as service users. According to Hoffman and Bateson (in Ismayanti, 2015), satisfaction or dissatisfaction is a comparison of expected service on perceived service of actual service interactions.

3.1 Level of Citizen Satisfaction In Getting Public Service

There are several principles in the effectiveness of licensing services (Susila, 2015) which are carried out in accordance with the guidelines for public service delivery established by the Decree of the Indonesian Minister of Administrative Reform Number 81 of 1993 with the following explanation:

1. Simplicity. This simplicity implies that services need to be established and implemented easily, smoothly, quickly, precisely, not convoluted, easy to understand and easily implemented by the society of service users. The principle of simplicity emphasizes the aspects of procedures for the implementation of public services, including service mechanisms and requirements.

2. Openness. Openness is in the sense of being open (transparent) in the process and implementation of public services, so that it is easily known and understood by the service user (applicants).

3. Efficiency. This principle emphasizes the policy regarding service delivery. In matters of services ideally: Formulate effective work mechanisms and provide requirements that are easy and quickly fulfilled by society. It does not provide a burden that causes the length of time and increased service fees.
4. Economical. The economics referred to is the imposition of fees or service tariffs fairly determined by taking into the value of goods and services, the ability of the community to pay, and the applicable legal provisions.
5. Fairness

   Fairness intended is equalization and non-discriminatory attitudes, both in the context of costs, actions in the delivery of services, and equal time to service applicants (applicant).
6. Timeliness

   In the implementation of services, it is necessary to maintain consistency the schedule in service and to make effective the implementation.

3.2 Factors Influencing Citizen Satisfaction In Getting Public Service

Some important supporting factors in public services, including consciousness factor of officials and officers involved in public services, rules factors that are the basis of service work, organizational factors that are tools and systems that enable the operation of service mechanisms, income factors that can meet minimum life, staff skill factors and facilities in carrying out service tasks .

Based on the theory of the six supporting factors for public services by Moenir (2015), the authors proposed a research model as shown in Figure 1 below.

Figure 1. Theoritical Framework
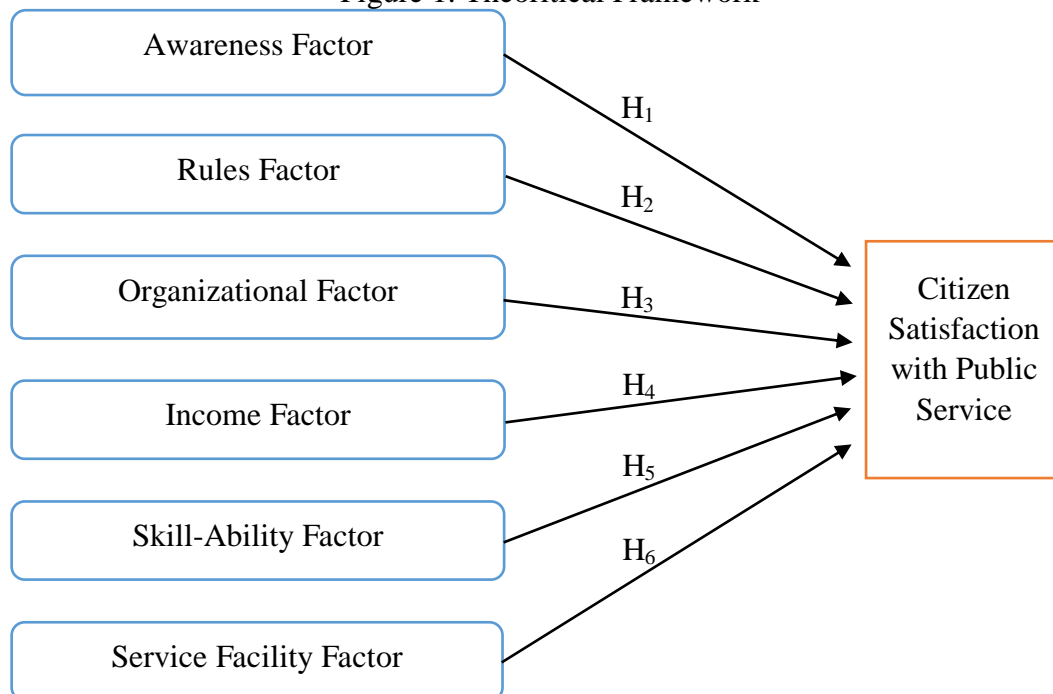
In this study, using the theory of the six supporting factors for public services by Moenir (2015) is considered appropriate to examine the factors influencing citizen satisfaction in getting public service in the Investment and One-Stop Service Agency of Tanah Bumbu Regency.

1. Awareness Factor

Awareness Factor is the awareness of employees at all of the tasks or jobs that are their responsibility, serves as a basis that will underlie the actions and becomes a source of sincerity in carrying out tasks or a willing. The indicators used to measure are:

1) Aware as public servants
2) Sincerity in carrying out the tasks
3) Treating service users well
4) Paying attention and prioritizing the interests of the society

H_1: Awareness Factor (X_1) has a significant influence on citizen satisfaction (Y).

2. Rules Factor

Rules Factor is the obedience of employees to the applicable rules, which are absolutely in existence so that organizations and works can run regularly and directed, understood by all interested people so that high discipline is formed. The indicators used to measure are:

1) Officer understanding the rules
2) Implementing the good rules

H_2: Rules Factor (X_2) has a significant influence on citizen satisfaction (Y).

3. Organizational Factor

Organizational Factor is a mechanism or structure that enables living things to work effectively together (Louis A. Allen in Moenir, 2015: 98), which are encouraged by the clear organizational authority that will facilitate the mechanism. The indicators used to measure are:

1) Coordination with other Regional Work Units
2) Collaboration between employees
3) Responsibility on tasks
4) Understanding of their respective task

H_3: Organizational Factor (X_3) has a significant influence on citizen satisfaction (Y).

4. Income Factor

Income Factor is all receipts in any form obtained by employees, to get their welfare, which is related to their position and role in the work organization which will have an impact on changes in employment patterns. The indicators used to measure are: Public trust on no illegal levies and pander actions.

H_4: Income Factor (X_4) has a significant influence on citizen satisfaction (Y).

5. Skill-Ability Factor

Skill-Ability Factor is the ability and skill that refers to the quality of the performance of employees in carrying out tasks to produce a service that is in accordance with what is expected by the society, which will give the impression of good or bad service. The indicators used to measure are:

1) Communication skills in serving
2) Understanding and Skill of IT
3) Knowledge/understanding of services
4) Service experience

H_5: Skill-Ability Factor (X_5) has a significant influence on citizen satisfaction (Y).

6. Service Facility Factors

Service Facility Factor are all types of equipment, work equipment, and other facilities that function as the main or auxiliary tool in carrying out work, and

also function socially in the interests of the people who are in contact with the organization. The indicators used to measure are:

1) Public infrastructure facility
2) Completeness of work facility
3) Complaint service facility
4) Information service facility

H_6: Service Facility Factor (X_6) has a significant influence on citizen satisfaction (Y).

4. Research Methods

This research uses a quantitative and qualitative research approach (mixed methodology) with a sequential mix method, namely a sequential explanatory strategy. A 'sequential explanatory strategy', means that quantitative and qualitative approach are used in a different stage (Creswell, 2014). In this strategy, the first stage is to collect and analyze quantitative data by distributing questionnaires to the respondent to examine the citizen satisfaction level on public service and factors influencing citizen satisfaction in getting service at the Investment and One-Stop Service Agency in Tanah Bumbu Regency. Then, the second stage is supported by qualitative data obtained from the related informant where the data is collected as complementary information that will be used to strengthen the analysis of previous quantitative data finding in the preparation of research findings. Therefore, the type of data used in this study are primary data and secondary data. In mixed method research, two forms of data are combined in the analysis of design through data fusion, data merging or data sticking (Creswell, 2014).

Primary data is obtained directly from interactions with informants and/or respondents who were targeted in this study. The primary data in this study is getting through an in-depth interview with some informants involved in the implementation and user of public service in the Investment and One-Stop Service Agency in Tanah Bumbu Regency.

Table 1. Target Informant

No.	Name of Informant	Position
1.	Mr. Eka Saprudin, AP. M.AP.	Head of the Investment and One-Stop Service Agency of Tanah Bumbu Regency
2.	Mr. Gatot Sunakan, S. St.	Head of the Licensing and Non-Licensing Department of Tanah Bumbu Regency
3.	Mr. Sungkono	The Service Officer of the Investment and One-Stop Service Agency of Tanah Bumbu Regency
4.	Mr.Burhanis, Mr.Normansyah, Mr.Kusuma, Mr.Taufik, Mrs.Nurin, and Mrs.Vidyah	The Service User of The Investment and One-Stop Service Agency of Tanah Bumbu Regency

Furthermore, primary data was also obtained through questionnaire techniques. Research variables are operationalized into indicators, which are converted into questionnaires that are distributed to the respondents who were sampled in this study with the type of questionnaire used was a closed and structured questionnaire that meets the types of Likert Scale statement score. Likert scale according to Sugiyono (2015) is used to measure attitudes, opinions, and perceptions of a person or group of people about the social phenomenon.

Table 2. Index Score Assessment

Category	Index Value
Strongly Agre (Extremely Satisfied)	4,21 – 5,00
Agree (Satisfied)	3,41 – 4,20
Neutral (Neither Satisfied nor Dissatisfied)	2,61 – 3,40
Disagree (Slightly Satisfied)	1,81 – 2,60
Strongly Disagree (Not at All Satisfied)	1,00 – 1,80

Source: The data is compiled by the primary data, 2019

Besides, secondary data is information or facts obtained by researchers indirectly. The secondary data in this study are employed namely through documentation or literature study in the form of articles, journals, local regulations, reports or data official and other written sources related to the problems studied. From this secondary data, the researcher presents the general description of Tanah Bumbu Regency, the profile of the Investment and One-Stop Service Agency, the number of licensing service users in 2018 and other related documents.

The sampling technique is a non-probability sampling technique with incidental sampling. Incidental sampling is a technique for determining samples based on coincidence, that is, anyone who incidentally meets with a researcher can be used as a sample if viewed by the person who happened to be found it is suitable as a source of data (Sugiyono, 2016). Then, researcher used Slovin's Formula to calculate the number of samples is 93 service users.

The quantitative data analyzed by the SmartPLS 3.0 program. According to Abdillah and Hartono (2015), PLS is one of the alternative statistical methods of Structural Equation Modeling (SEM) that is designed to solve multiple regression when specific problems occur in the data, such as the small sample size, the presence missing values and multicollinearity. The specification model of PLS in this study consist of three stages, namely the measurement model (outer model) analysis, the structural model (inner model) analysis and hypothesis testing. Outer model analysis is done to ensure that the measurements used are feasible to be used as measurements (valid and reliable). Analysis of the outer model can be seen from several indicators of convergent validity, discriminant validity and composite reliability. Whereas the analysis of the inner model is carried out to ensure that the structural models are robust and accurate. Evaluation of the inner model can be seen from the coefficient of determination (R^2). The structural model that has R-Square (R^2) of 0.67 indicates that the model is "good", R-Square (R^2) of 0.33 indicates that the model is "moderate", and R-Square (R^2) of 0.19 indicates that the model is "weak" (Ghozali & Latan, 2014). Futhermore, the hypothesis testing is carried out by looking at the output path coeficient from the result of boostrap resampling. The test is significant if the t-statistic is >1,96 and the p-value is <0.05. (Ghozali & Latan, 2014).

5. *Findings and Discussion*
4.1 The Level of Citizen Satisfaction In Getting Public Service

The level of citizen satisfaction in getting public service in the Investment and One-Stop Service Agency of Tanah Bumbu Regency can be seen in table below. It shows the level of citizen satisfaction of the public service based on the priciples or indicators of Simplicity, Openness, Efficiency, Economic, Fairness, and Timeliness.

Table 3. The Level of Citizen Satisfaction by Index Value

	Indicators	Index Value
1	The Simplicity	3,88
2	The Openness	3,92
3	The Efficiency	3,80
4	The Economic	3,89
5	The Fairness	3,98
6	The Timeliness	3,81
Citizen Satisfaction		**3,88**

Source: The data is compiled from the primary data, 2019.

Table above shows the index value of each indicator and the total index value as a whole. Each index value is obtained from the mean or index value of the respondent's answer based on the Likert Scale. The index value obtained from each indicator is included in the interval value from 3.41 to 4.20 with the category "Satisfied". Based on data above, it shows that the indicator or principle of the fairness got the highest score, meanwhile the efficiency got the lowest score. It means that the principle of fairness in public service is the principle that has the most optimal of its application compared to other principles, that make citizen satisfied in getting public services at the Investment and One-Stop Service Agency of Tanah Bumbu Regency.

Among the six principles, there are some aspects that are often complaints or barriers for service users in the licensing process, which are cost, time and requirements of licensing. According to the results of this research, four principles related to these three aspects have a low index value compared to the two other principles. The four principles, namely Economical, Simplicity, Timeliness and the Efficiency which cover the three aspects have got the lowest score. These results are in line with those written by Juniarso. The data supported is according to Juniarso (in Yusriadi, 2018: 98) that the obstacles that are usually complained of by service users who want to apply for licensing are cost, time and requirements of licensing.

1. Licensing costs: The cost of obtaining permits is very burdensome for small business actors and the amount of licensing cost is often not transparent. The reason for a large cost is because the applicant does not know the official cost for obtaining permits, and also because of illegal levies and pander actions that happened.
2. Time: the time required to administer permits is relatively long because the process is complicated, there is no clarity when the permit is completed and the licensing process depends on the pattern of each regional work unit bureaucracy. For example, in the management of the length of time needed to issue the results of technical recommendations of technical agencies.
3. The same requirements and are asked repeatedly for various types of permits, the requirements set are often difficult to obtain and there are several requirements that cannot be fulfilled especially by small entrepreneurs.

4.2 Factors Influencing Citizen Satisfaction In Getting Public Service

The explanation was following the three stages of PLS analysis which is the outer model testing, inner model testing, and hypothesis testing. The outer model testing is done by evaluating the outer model with its reflection indicators. There are three criteria of indicators of reflection, namely convergent validity, discriminant

validity and composite reliability. The following are the result of output of loading factor which can be seen in figure of below.

Figure 2. Loading Factors
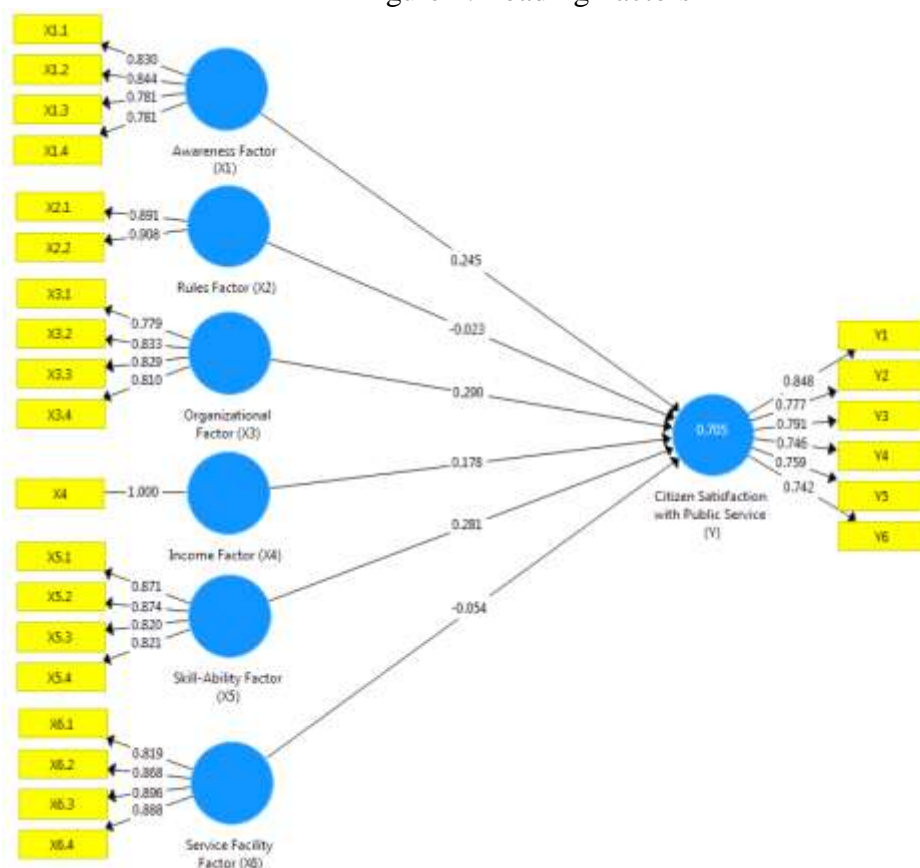
Source: The data is compiled from the primary data, 2019.

Figure aboove is the output of the loading factor that will be used as a basis for measuring and knowing the results and interpretation of the outer loading. The each value on the indicator does not have a value of less than 0.50, so the next that can be done is by evaluating the model.

The first and second criteria, namely convergent validity and discriminant validity can be seen from the results of the score from the outer model, namely the value of AVE and loading factor. Validity of data that can be seen from AVE and loading factor has a value limit for a data that can be said to be valid. The AVE and loading factor value is said to be valid if the score is more than 0.50 and if the score is less than 0.50 then the data cannot be said to be valid.

Table 4. Convergent Validity and Discriminant Validity

Variabel	Item	Discriminant Validity	Convergent Validity	Critical Value	Model Evaluation
		Loading Factor	AVE		

Citizen Satisfaction	CS.1	0,848	0,605		Valid
	CS.2	0,777			
	CS.3	0,791			
	CS.4	0,746			
	CS.5	0,759			
	CS.6	0,742			
Awareness Factor	AF.1	0,830	0,655		Valid
	AF.2	0,844			
	AF.3	0,781			
	AF.4	0,781			
Rules Factor	RF.1	0,891	0,809		Valid
	RF.2	0,908			
Organizational Factor	OF.1	0,779	0,661	> 0,50	Valid
	OF.2	0,833			
	OF.3	0,829			
	OF.4	0,810			
Income Factor	IF.1	1,000	1,000		Valid
Skill-Ability Factor	SAF.1	0,871	0,717		Valid
	SAF.2	0,874			
	SAF.3	0,820			
	SAF.4	0,821			
Service Facility Factor	SFF.1	0,819	0,754		Valid
	SFF.2	0,868			
	SFF.3	0,896			
	SFF.4	0,888			

Source: The data is compiled from the primary data, 2019.

Validity test results in table above show that all the questions in each research variable consisting of Awareness Factor, Rules Factor, Organizational Factor, Income Factor, Skill-Ability Factor and Service Facility Factor have a value of loading factor bigger than 0.50 and most variables research have AVE value bigger than 0.50. Thus, it can be concluded that all questions in all research variables are declared valid or have fulfilled the convergent and discriminant validity.

In addition to the validity test, reliability tests were also measured using two criteria, namely Composite Reliability and Cronbach's Alpha from the indicator block that measured the construct. Constructions are declared reliable if the Composite Reliability and Cronbach's Alpha value are above 0.70 (Ghozali & Latan, 2014). The Composite Reliability and Cronbach's alpha Output can be seen in table of below.

Table 5. Composite Reliability and Cronbachs Alpha

Variabel	**Composite Reliability**	**Cronbach's Alpha**	*Critical Value*	**Model Evaluation**
Citizen Satisfaction	0,902	0,869	>0,70	Reliable
Awareness Factor	0,884	0,825		Reliable

Rules Factor	0,895	0,765		Reliable
Organizational Factor	0,887	0,829		Reliable
Income Factor	1,000	1,000		Reliable
Skill-Ability Factor	0,910	0,868		Reliable
Service Facility Factor	0,924	0,891		Reliable

Source: The data is compiled from the primary data, 2019.

Based on Composite Reliability and Cronbach's Alpha values or outputs in table above, it shows that the value of each construct is above 0.70. Thus, it can be concluded that each construct in the estimated model has good reliability. The reliability test result shows that all research variables have a Composite Reliability value and Cronbach's Alpha more than 0.70. Therefore, it can be concluded that all the questions contained in each research variable in the questionnaire are declared reliable and the questionnaire can be used to retrieve research data.

Furthermore, the second ananlysis stage, the inner model testing is done to see the relationship between constructs, significance values and R-square of the research model. The structural model is evaluated using R-square for the dependent construct of the t-test and the significance of the structural path parameter coefficients. In assessing the model with PLS it is started by looking at the R-square for each Latent Dependent variable. Table below is the result of the R-square estimation using SmartPLS.

Table 6. Output R Square

|	R Square	R Square Adjusted
Citizen Satisfaction with Public Service (Y)	0,705	0,685

Source: The data is compiled from the primary data, 2019.

Table above shows the R-square value of the Citizen Satisfaction with Public Service variable was obtained at 0.705, which can be explained that variable of Citizen Satisfaction with Public Service is influenced by variables of Awareness Factor, Rules Factor, Organizational Factor, Income Factor, Skill-Ability Factor and Service Facility Factor for 70,5%.

If it is associated with the Rule of Thumb for R Square testing according to (Ghozali & Latan, 2014), the structural model that has an R-square result (R2) of 0.67 indicates that the model is "good", R-square (R2) of 0.33 indicates that the model "Moderate", and R-square (R2) of 0.19 indicates that the model is "weak". Then it can be concluded that the variables that affect the Citizen Satisfaction with Public Service variable have a "good" level of influence because they have an R-square result (R2) of 0.705 and it can be categorized as a "good" model.

Furthermore, the third analysis stage, hypothesis testing between variables namely exogenous variables towards endogenous variables (γ) and endogenous variables towards endogenous variables (β) is done by bootstrap resampling method. The test statistics used is t statistics or t tests. The comparison t value in this study was obtained from table t. The test is significant if the value of T-statistic is >1.96 and P values is <0.050. (Ghozali & Latan, 2014). Hypothesis testing is done by looking at the output path coefficient from the results of bootstrap resampling which can be seen in figures and tables below.

Figure 3. Output Boothstrapping
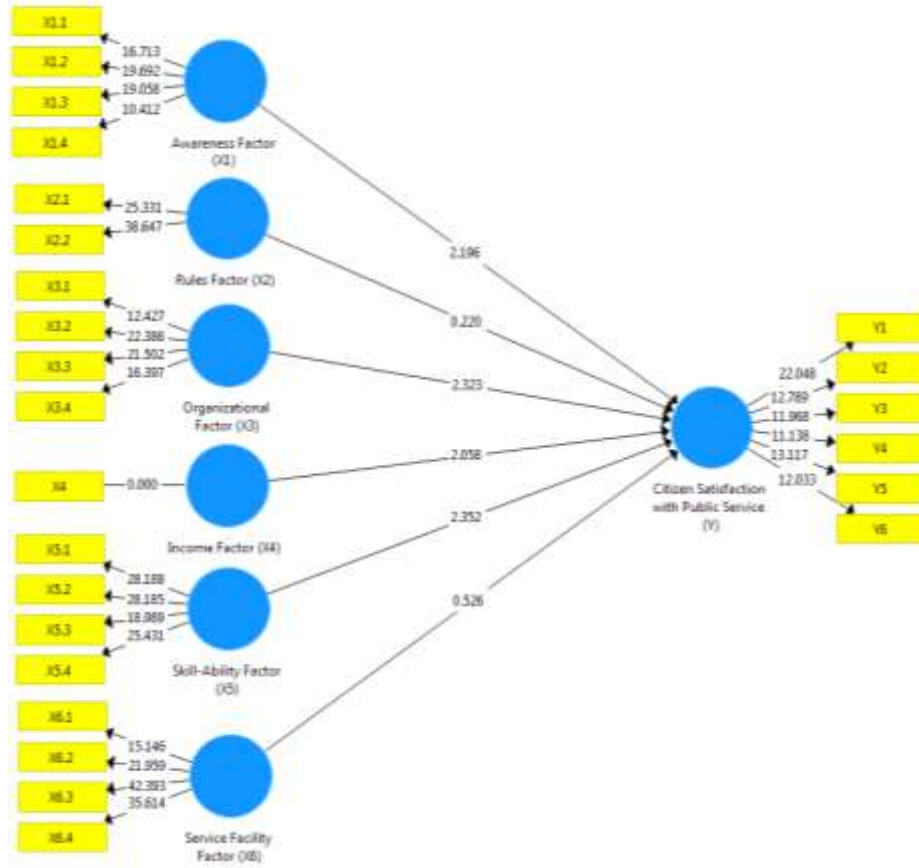
Source: The data is compiled from the primary data, 2019.

Tabel 7. Hypothesis Testing

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Hypothesis Result
Awr→ CS	0,245	0,253	0,111	2,196	0,029	Accepted
Rs→ CS	-0,023	-0,031	0,105	0,22	0,826	Rejected
Org→ CS	0,29	0,279	0,125	2,323	0,021	Accepted
Inc→ CS	0,178	0,171	0,086	2,058	0,04	Accepted
Skab → CS	0,281	0,301	0,12	2,352	0,019	Accepted
Serf→ CS	-0,054	-0,063	0,102	0,526	0,599	Rejected

Source: The data is compiled from the primary data, 2019.

The findings indicated that the Awareness Factor, Rules Factor, Organizational Factor, and Skill-Ability Factor has a positive and significant influence on citizen satisfaction with Public Service. Meanwhile, the Rules Factor and Service Facility Factor do not have a significant influence on Citizen Satisfaction with Public Service. Explanation of the results of the above hypothesis can be specified as follows.

1. The Awareness Factor

Awareness Factor has a positive and significant influence on citizen satisfaction in getting public service with P Values which is less than 0.05 and T Statistics is bigger than 1.96. Therefore, H_1 in this research is accepted. The data is supported by the findings that the researcher found on the field that the service provider awareness of its position and duties serves as a baseline that will underlie the actions of service providers. So, if the service provider is aware of his position or duty as a public servant, then they will always be service oriented and care about citizen satisfaction when he serving. The satisfying customers (service users) is the responsibility of all parties, customers must be given the best service and as optimal as possible (Sedarmayanti, 2009: 266). It means that awareness factor has a sgnificant influence on citizen satisfaction.

2. The Rules Factor

Rules Factor has a negative and not significant influence on citizen satisfaction in getting public service with P value which is bigger than 0.05 and T Statistics is less than 1.96. Therefore, H_2 in this research is rejected. The data is supported by the findings that the researcher found on the field that service users tend not to pay attention to the good or bad rules that exist, as well as the understanding or not of the officers of the rules in the Investmnet and One Stop Service Agency of Tanah Bumbu Regency. It means that rules factor does not have a significant influence on citizen satisfaction. This finding rejected by findings from Mulyono (2017).

3. The Organizational Factor

Organizational factor has a positive and significant influence on citizen satisfaction in getting public service with P Values which is less than 0.05 and T Statistics is bigger than 1.96. Therefore, H_3 in this research is accepted. The data is supported by the findings that the researcher found on the field that the organization's working arrangements and mechanisms can produce adequate services, the organization becomes an effective tool in an effort to achieve goals, in this case, good and satisfying services.

According to Fadillah (in Hasbullah 2013: 32) that the presence of public organizations is a tool to meet needs and create public satisfaction. Public service performance can be said to be successful if it is able to realize what is the main task and function of the organization concerned. For this reason, organizations and employees who carry out activity must always be oriented and concentrate on what is their duty. Public organizations must be able to build a shared commitment to creating a vision in improving the service process so that there is a need for good cooperation and coordination. This finding is supported by the previous research which was conducted by Rohmad (2017) that there is a positive and significant influence of coordination on

citizen satisfaction. It means that organizational factor has a significant influence on citizen satisfaction.

4. The Income Factor

Income factor has a positive and significant influence on citizen satisfaction in getting public service with P Values which is less than 0.05 and T Statistics is bigger than 1.96. Therefore, H_4 in this research is supported. The data is supported by the findings that the researcher found on the field that the inadequate income or salary received by employees for the minimum needs of employees can lead to employee irregularities in the implementation of services to obtain an advantage. It needs honesty in every service effort given to the community, this is in accordance with Zeithaml et al. (in Hardiyansyah, 2018: 185-186) stated that the expected service and perceived service is determined by credibility: trustworthiness, believability, the honesty of the service provider, where the expected service that is in accordance with the perceived service will make service user feel satisfied with the service. It means that income factor has a significant influence on citizen satisfaction.

5. The Skill-Ability Factor

Skill-ability factor has a positive and significant influence on citizen satisfaction in getting public service with P Values which is less than 0.05 and T Statistics is bigger than 1.96. Therefore, H_5 in this research is supported. The data is supported by the findings that the researcher found on the field that the skill-ability of the officer that good, quality and in accordance with the competencies required by the agency will provide optimal performance in the implementation of public services. This will make the use of services confident in the ability of officers to provide quality and satisfying services. It means that skill-ability factor has a significant influence on citizen satisfaction. This finding suported with the finding of previous research which conduceted by Arif (2013) that variable of capability of staff has a positive and significant influence towards the level of user satisfaction of one-stop service. This is in accordance with Zeithaml et al. (in Hardiyansyah, 2018: 185-186) stated that the expected service and perceived service is determined by competence: possession of required skill and knowledge to perform service, where the expected service that is in accordance with the perceived service will make service user feel satisfied with the service.

6. The Service Facility Factor

Service facility has a negative and not significant influence on citizen satisfaction in getting public service with P Value which is bigger than 0.05 and T Statistics is less than 1.96. Therefore, H_6 in this research is rejected. The data is supported by the findings that the researcher found on the field thatService users tend to be more concerned with the quality of the system and service processes than the existing service facility. That means the service facility factor does not have a significant influence on citizen satisfaction. Thus this finding rejected by findings from Sartini, Minarsih & Wulan (2016), and Haryanto (2013) that there is a positive and significant influence of service facilities on citizen satisfaction.

6. Conclusion

The findings in the study show that the level of citizen satisfaction in getting public service in the Investment and One-Stop Service Agency of Tanah Bumbu Regency is included in the category "Satisfied" with the accumulated index value of 3.88. Furthermore, citizen satisfaction with public service has an R-square value of 0.705 and it can be categorized as a "good" model (based on Rule Thumb for testing R Square by Ghozali & Latan) which can be explained that the variable of Citizen Satisfaction with Public Service is influenced by variables of Awareness Factor, Rules Factor, Organizational Factor, Income Factor, Skill-Ability Factor dan Service Facility Factor for 70,5%. Whereas factors influencing citizen satisfaction in getting public service are Awareness Factor, Rules Factor, Organizational Factor, and Skill-Ability Factor. Besides, Income Factors and Service Facility Factor has not a significant influence on Citizen Satisfaction in getting public service. Awareness Factor, Rules Factor, Organizational Factor, and Skill-Ability Factor has a positive and significant influence on citizen satisfaction in getting public service with P Values is less than 0.05 and T Statistics is bigger than 1.96. Meanwhile Income Factor and Service Facility Factor do not have a positive and significant influence on citizen satisfaction in getting public service with P Values is bigger than 0.05 and T Statistics is less than 1.96.

The following are some aspect that shoul be improving based on results of this study. 1) Efficient service: the Investment and One-Stop Service Agency are advised to pay more attention to service efficiency, related to the integration between the burden of requirements with the length of time and the costs incurred by users of the service, whether in obtaining permits with or without technical agency recommendations. 2) Cooperation and coordination between the Investment and One-Stop Service Agency with related technical agencies: coordination and strict rules need to be more enhanced related to the implementation of the survey and timeliness in issuing technical recommendations, especially actions for applicating permits through technical agencies as intermediaries or third parties. 3) Enhancing the capacity of the Investment and One-Stop Service Agency employees, especially the operation of online service systems: the Investment and One-Stop Service Agency need to conduct training on the operation of the online service system to all employees, such as the One Single Submission (OSS) system. 4) Control of illegal levies and pander implementation: the Investment and the One-Stop Service Agency must control illegal levies and panders, be assertive to officers or agencies who openly carry out illegal levies and panders, provide strict regulations and sanctions related to prohibitions on illegal levies and panders and provide encouragement and awareness to all employees not to carry out the action of illegal levies and panders, including for technical agencies that related.

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