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The Influence of Service Innovation and Trust on Community Satisfaction

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ABSTRACT : Satisfaction is something that must be maintained by all service providers, both government and private. Increasing business competition means that all service providers must try to make customers who use the company's services feel satisfied with the services they experience. This research aims to determine the effect of service innovation and trust on community satisfaction in all villages in Banyuwangi Regency. The research population is the people of all villages in Banyuwangi Regency, totaling 1,780,015 people as of December 2023, spread across 25 sub-districts. The research method used in this research is descriptive and verification methods. The number of samples refers to the Slovin formula of 400 respondents taken using proportioned stratified random sampling. Data analysis uses descriptive analysis, validity and reliability tests and research hypothesis testing. The research results state that service innovation has a positive and significant effect on community satisfaction. Public trust has a positive and significant effect on community satisfaction.
KEYWORDS: *service innovation; public trust; community satisfaction.*

I. INTRODUCTION

The success of government is largely determined by the performance or quality of public services as a form of implementing good governance. The quality of good and professional public services is a representation of the success of public service management performance which is the main orientation of the government sector. Public services in Indonesia are the real face of the government's presence which is directly felt by the community. Satisfaction is the feeling of customers or consumers after comparing performance and expectations (Qomariah, 2016). Public satisfaction with public services is an important issue in the field of government management in Indonesia, especially at the regional government level which is very close to the community, where public satisfaction is the highest goal and priority for the government through the provision of public services and this is a key indicator of the government's success. Public satisfaction is a complex phenomenon that combines expectations, experiences and previous attitudes (Hayat, 2023).

Public assessments and public satisfaction regarding public services can provide important feedback to government officials regarding the work carried out by alerting officials to changes in service priorities, customers (community) served, or the need to reallocate government resources. This will be a way for the government to make corrections and improvements to public services, so that excellent and satisfying public services will be created for the community which will ultimately encourage the creation of public trust. Community satisfaction can also be formed by service innovation carried out by service providers, both government and private.

Trust must be maintained by anyone who provides services or provides products to meet people's needs. Customers who already believe in a particular service or product will usually be loyal and will continue to use that service or product. Trust refers to the public's belief that public service providers are able to provide good services and always strive to meet the community's needs in the long term (Sawir, 2020). Trust in government refers to a person's perception regarding the integrity and ability of public bodies to provide expected services (Hayat, 2023).

Research conducted by (Mawey et al., 2018), (Kundu & Datta, 2015), (Wulandari & Suwitho, 2017), (Andhini & Khuzaini, 2017), (Latifah et al., 2020), (Putra & Indriyani , 2018), (Kartika & Ganarsih, 2019) stated that trust can increase customer satisfaction. The concept of the relationship between satisfaction and trust in government refers to the basic assumption that the better the quality of public services, the more satisfied the users of those services are and the greater their trust in the government (Mahmood et al., 2019). In other words, a lack of public trust can be caused by the government's failure to provide what (public services) the public expects. Trust as a determining factor in creating satisfaction has been studied by several empirical studies including (Gonzálvez-Gallego et al., 2020); (Ashari, 2020); (Al Qohirie, 2020); (Sanosra et al., 2022); and (Susliyanti & Binawati, 2020). Different findings were obtained (Santa et al., 2019) and (Jeaheng et al., 2020) which stated that trust does not have a significant influence on consumer satisfaction.

Nurmandi et al. (2020) defines public organization innovation as part of public sector management innovation which means the development of new forms of Standard Operational Procedure (SOP) policies by government agencies in dealing with public policy problems. Public service innovation programs need to consider forms of innovation, service-product innovation, service innovation, and organizational innovation) that really increase public satisfaction (Sujarwoto & Sahputri, 2023). Innovation is a structured and collaborative process that involves all parts of the organization, at all levels and for all types of work, and involves external parties in finding new ways of solving problems and capturing the opportunities to be achieved (Utaminingsih et al., 2022). Apart from expert opinions, this research also adopted several results of previous research conducted by (Sanosra et al., 2022); (Rantyanti & Halim, 2020); (Wonganawat et al., 2022); and (Asnawi & Setyaningsih, 2021) which states that service innovation has a significant effect on community satisfaction. However, there are different findings, namely (Sarli Rahman et al., 2021) which states that the service innovation variable has no significant effect on satisfaction. Research (Ashari, 2020); (Purnomo & Qomariah, 2019); and (Balaskas et al., 2024) is also a research gap where service innovation does not have a significant effect on public trust. The relationship between service innovation and satisfaction is examined in research (Sanosra et al., 2022); (Rantyanti & Halim, 2020); (Wonganawat et al., 2022); and (Asnawi & Setyaningsih, 2021) which states that service innovation has a significant effect on satisfaction. Different findings were obtained (Sarli Rahman et al., 2021) which stated that service innovation had no significant effect on satisfaction.

Based on the results of research that has been carried out by many previous researchers with results that are still inconsistent between the relationship between service innovation and community trust which is linked to community satisfaction, it is necessary to carry out this research. This research is intended to test the influence of service innovation and trust on community satisfaction in sub-districts throughout Banyuwangi Regency.

II.   LITERATURE REVIEW

Service Innovation

In the Big Indonesian Dictionary (Language Center Dictionary Development Team, 2020), innovation is defined as the introduction or introduction of new things; a new discovery that is different from an existing or previously known one (idea, method, or tool). The essence of organizational innovation is the need to improve or change a product, process or service (Nurmandi et al., 2020).
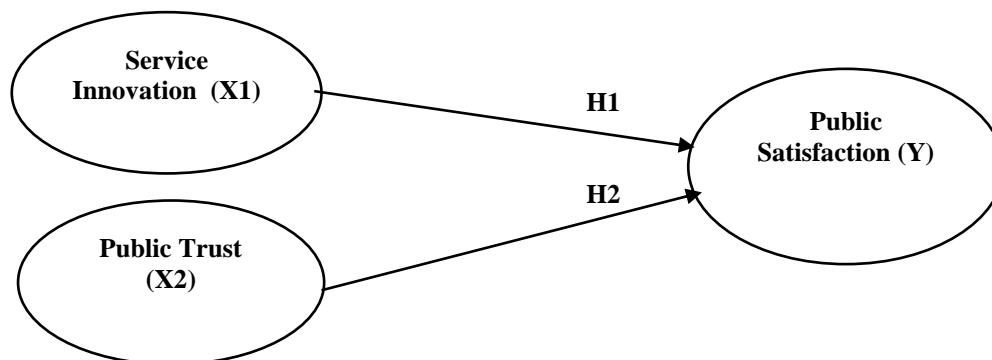
Public Trust

According to Kotler and Keller (2019), trust is a company's willingness to depend on business partners. Trust depends on several interpersonal and inter-organizational factors such as competence, integrity, honesty and kindness. Building trust can be difficult in online situations, companies apply stricter regulations to their online business partners than other partners.

Community Satisfaction

Hayat (2023) defines satisfaction as the level of a person's feelings after comparing the performance or results they feel with their expectations. The level of satisfaction is a function of the difference between perceived performance and expectations. If performance meets expectations, then customers will be very satisfied. is the conclusion of interactions after using the services that have been provided and then comparing the performance that has been provided to the expected performance (Kotler & Keller, 2019).

CONCEPTUAL FRAMEWORK

Research Hypothesis
1. Service innovation has a positive impact on community satisfaction.
2. Public trust has a positive impact on community satisfaction.

III. RESEARCH METHODS

The research method used in this research is descriptive and verification methods (Sugiyono, 2017). The subjects of this research were the people of all villages in Banyuwangi Regency. The population in this research is the people of all villages in Banyuwangi Regency, totaling 1,780,015 people as of December 2023, spread across 25 sub-districts. Determination of the sample refers to the Slovin formula of 400 respondents and was taken using Proportioned Stratified Random Sampling. Research variables can be identified as independent variables including (X1) service innovation and trust (X2) while the dependent variable is community satisfaction (Y). The indicators for the service innovation variable are: integrated services, decentralization of service delivery and service monitoring, use of cooperation, citizen involvement, use of communication and information technology. The variable indicators of public trust are: reliability, honesty, caring, credibility. The indicators of community satisfaction are: requirements; system, mechanism, procedure; completion time; fees/tariffs; product specifications; implementing competency; implementing behavior; handling complaints, suggestions and input; facilities and infrastructure; security. Data analysis uses descriptive analysis, validity and reliability tests and research hypothesis testing.

IV. RESULTS AND DISCUSION

Descriptive Analysis of Research Respondent Demographics

Based on age, most of the respondents were aged between 30 and 40 years, namely 114 people or 28.5% and respondents aged between 40 and 50 years, namely 103 people or 25.8%. In general, people who receive services at sub-district offices are in the productive age group, where in relation to research on community satisfaction, this age group is truly critical of public services and requires service innovation. The results of the descriptive research analysis of educational background show that the majority of people in all villages in Banyuwangi Regency who receive services at the sub-district office have a high school/equivalent educational background, namely 106 people (26.5%) and 86 people (21.5%) with a diploma. %). Judging from the aspect of educational background, it illustrates that the public has a good understanding of excellent public services.

Data Analysis Results
Validity test

Validity testing is carried out using convergent validity. In connection with the validity test, an indicator is declared valid if it has a cross loading factor value greater than 0.7. The results of validity testing are presented in Table 1.

Table 1. Validity Test Results

Variable Indicator	Validity Value	P-value
X1.1	0,899	<0.001
X1.2	0,899	<0.001
X1.3	0,899	<0.001
X1.4	0,911	<0.001
X1.5	0,887	<0.001
X2.1	0,908	<0.001
X2.2	0,925	<0.001
X2.3	0,920	<0.001
X2.4	0,916	<0.001
Y1	0,839	<0.001
Y2	0,857	<0.001
Y3	0,846	<0.001
Y4	0,831	<0.001
Y5	0,876	<0.001
Y6	0,895	<0.001
Y7	0,861	<0.001
Y8	0,883	<0.001
Y9	0,864	<0.001
Y10	0,875	<0.001

Referring to Table 1, it can be stated that all research indicators meet the convergent validity criteria, where the loading factor value is greater than 0.7.

Reliability Test Results

Component reliability testing is a test used to measure the level of accuracy of measuring instruments if carried out repeatedly (Sholihin & Ratmono, 2013). The assessment at this stage is intended to see the internal consistency of the measurement scale. The outer model measurement or assessment that represents the reliability aspect is Cronbach alpha. The results for reliability testing can be presented in Table 2.

Table 2. Reliability Test Results

No	Variable	Cronbach Alpha	Results
1.	Service Innovation (X1)	0,941	Reliabel
2.	Public Trust (X2)	0,937	Reliabel
3.	Public Satisfaction (Y)	0,962	Reliabel

Referring to Table 2, all research variables can be declared reliable. This can be seen in the Cronbach alpha value for each variable being greater than 0.70. Reliability assessment is carried out by looking at the Cronbach alpha value on the output, where the assessment limit used is if Cronbach alpha > 0.70 then reliability is high.

Direct Effect Test Results

Hypothesis testing was carried out to determine the impact of service innovation and community trust on community satisfaction in village communities in Banyuwangi Regency with the services provided.

Table 3. Path Coefficient Values

Relationship Between Variables	Value Coeficient	P	Results
Service Innovation→ Public Satisfaction	0,186	<0,001	Significant
Public Trust→Public Satisfaction	0,428	<0,001	Significant

Service innovation (X1) on community satisfaction (Y) has a positive path of 0.186 with a probability value (p) of <0.001. Thus, the hypothesis which states that service innovation has a positive and significant effect on community satisfaction in sub-districts throughout Banyuwangi Regency is proven to be true or H1 is accepted. This means that if service innovation is higher, it will increase community satisfaction in sub-districts throughout Banyuwangi Regency.

The results of the path coefficient test for the influence of public trust (X2) on public satisfaction (Y) have a positive path of 0.428 with a probability value (p) of <0.001. Thus, the hypothesis which states that public trust has a positive and significant effect on community satisfaction in sub-districts throughout Banyuwangi Regency is proven to be true or H2 is accepted. This means that if public trust in sub-districts throughout Banyuwangi Regency is higher, it will cause public satisfaction to also increase.

V. DISCUSION

The Influence of Service Innovation on Community Satisfaction

The research results show that service innovation has a significant influence on community satisfaction. So the hypothesis which states that service innovation has a positive and significant effect on community satisfaction in sub-districts throughout Banyuwangi Regency is proven to be true or H1 is accepted. This means that if service innovation gets better, it will increase community satisfaction in sub-districts throughout Banyuwangi Regency. According to Nurmandi et al. (2020), innovation is interpreted as a shift from traditional management principles, processes and practices or a shift from the old form of organism and has a significant influence on the way a management is run. Meanwhile, Utaminingsih et al. (2022) explain innovation as economic success due to the introduction of new ways or new combinations of old ways of transforming input into output (technology) which results in large or drastic changes in the comparison between the use value prepared by consumers for the benefits of a product (goods/services).) and the price set by the manufacturer. Cohen and Eimicke define public organization innovation as part of public sector management innovation which means the development of new forms of Standard Operational Procedure (SOP) policies by city government agencies in dealing with public policy problems (Nurmandi, 2019). Thus, the three important elements of innovation in public organizations, especially city government organizations, are policies, new

functions and tasks, SOPs and organizational culture that should be served (Nurmandi et al., 2020). The results of this research are in accordance with the findings of previous research conducted by (Sarwito et al., 2022); (Sanosra et al., 2022); (Rantyanti & Halim, 2020); (Wonganawat et al., 2022); and (Asnawi & Setyaningsih, 2021), (Fadhli et al., 2021), (Muslichati & Wartini, 2015), (Fillayata & Mukaram, 2020), (Siskawati Rahman, 2019), (Dompak & Supratama, 2018), (R. Y. Antanegoro et al., 2017), (Aditi & Hermansur, 2018), (Batu et al., 2020), (Woor & Meliana, 2019), (Mustamu & Ngatno, 2021), (Quintania & Sasmitha, 2020), (Sujadi & Wahyono, 2015), (Antanegoro et al., 2017), which states that there is an influence of innovation on satisfaction.

The Influence of Community Trust on Community Satisfaction

　　　　The research results show that public trust has a significant influence on public satisfaction. So the hypothesis which states that public trust has a positive and significant effect on community satisfaction in sub-districts throughout Banyuwangi Regency is proven to be true or H2 is accepted. This means that if public trust gets better, it will increase public satisfaction in sub-districts throughout Banyuwangi Regency. According to Kotler and Keller (2019), trust is a company's willingness to depend on business partners. According to Nugraha (2022), consumer trust means all the knowledge possessed by consumers and all conclusions made by consumers regarding objects, attributes and benefits. According to Sawir (2020), trust is a belief from one party regarding the intentions and behavior directed at another party, thus consumer trust is defined as a consumer's hope that a service provider can be trusted or relied on in fulfilling its promises. Customer/community satisfaction is an emotional response to experiences related to certain products/services purchased (Hayat, 2023). If performance falls below expectations, customers are dissatisfied. If performance meets customer expectations are satisfied. If performance exceeds expectations, customers are very satisfied or happy (Kotler & Keller, 2019). The results of this research support the results of previous research, namely research (Lanin & Hermanto, 2019); (Al Qohirie, 2020); (Liu et al., 2020); (Sanosra et al., 2022); and (Susliyanti & Binawati, 2020), (Ambarwati et al., 2022), (Muzaki et al., 2023), (Ariska et al., 2020), (Efendi et al., 2022), (Qomariah et al. , 2023), (Fahmi et al., 2020), (Sutrisno et al., 2017), (Purnomo & Qomariah, 2019) which states that there is an influence of trust on customer satisfaction.

VI. CONCLUSIONS, LIMITATIONS, SUGGESTIONS AND IMPLICATIONS

　　　　The research conclusion is that service innovation has a positive and significant effect on community satisfaction in sub-districts throughout Banyuwangi Regency. Public trust has a positive and significant effect on community satisfaction in sub-districts throughout Banyuwangi Regency. The object of this research is only limited to sub-districts in Banyuwangi Regency. Further research can be carried out with broader objects (regional or national). The next limitation relates to the need for a questionnaire that involves qualitative aspects to explain how leadership and workload influence public trust and satisfaction. The findings of this research provide practical implications, namely that the District Office in Banyuwangi Regency always pays attention to matters especially those related to service innovation and community trust. These two aspects will become important capital for institutions to encourage the achievement of optimal public service performance. As for the theoretical implications, this research opens up opportunities for a future research agenda to develop existing concepts related to public trust and satisfaction.

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