

# Affect of Service Quality, Trust, and Image toward Value and Public Satisfaction on Administration System Office Makassar City

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**Abstract-** The research aim to know and analysis: 1) the service quality affect toward satisfaction by public, 2) service quality affect toward satisfaction by public through service value, 3) the trust affect toward satisfaction by public, 4) the trust affect toward satisfaction by public through service value, 5) the image affect toward satisfaction by public, 6) the image affect toward satisfaction by public through service value, and 7) the service value affect toward satisfaction by public.

The research approach using of quantitative. Sample of research as amount 385 respondents (Slovin formulation). The method of data analysis using of Structural Equation Model with AMOS program.

The result of research namely: 1) the successful of service quality to see from competence in give of service interaction, suitable with physical environment condition and result of service suitable with satisfaction to expected of public; 2) the successful of service quality indirect appointment of public appraising on service which suitable of function, social interaction which good, without to ignore of emotional aspect and always to considerate of efficiency conditional which give of public satisfaction; 3) establish of service believeness which to be sure represent of service successful key which satisfied suitable with competence which service, always to support of goodness which to believe of public in give service satisfied; 4) establish of service believeness through service value would goring of service in multifunction, suitable with socialization with good, to attention of emotional and always orientation to efficiency conditional of service satisfaction; 5) to be form of positive image become important in give imaging which reputation suitable with successful of service which give to implementation of service familiar to satisfaction of public; 6) to form of positive image through service value which give contribution toward successful of service suitable with function, social need, emotional development and efficiency condition in sufficient of public satisfaction; and 7) to illustration of service value which positive give appraising of important the multi function, social relation, emotional and efficiency conditional in sufficient to implementation the desire, need, expect, assurance and reliability which satisfaction of public.

**Index Terms:** Service Quality, Trust, Image, Value, Satisfaction

## I. Introduction

One stop system administration office of Makassar municipality (SAMSAT) is one of units from Region Technical Executive (Pelaksana Teknis Daerah /UPTD) Regional Revenue Office South Sulawesi provides management handling of vehicle lisense. This service involves three integrated institutions are Regional Revenue Office (DPD), Regional Police Commands (POLDA), and Government Insurance Company (Jasa Raharja). These Instituions work together in Integrated One Stop System (SAMSAT).

The vision of SAMSAT is “ The realization of excellent service on administration handling and regident of vehicle through integrated service of Regional Revenue Office (DPD), Regional Police Commands (POLDA), Government Insurance Company (Jasa Raharja) on one stop service Makassar municipality (SAMSAT).

The Missions are :

1. To provide excellent service to society by honoring high professional ethic.
2. Performing administration handling management quickly and accurately.
3. Create SAMSAT officers whom unadulterated, honest, competent, responsible and proffesional.
4. Increasing society awareness on tax payment.
5. Structuring archive vehicle orderly for easy identification and security documents.

All this time the services which are given by SAMSAT always evoke critics from public to fix the services which have not been oriented to good services, trust, image, value, and public satisfaction. Dunn in Pasolong (2007) claimed that the core of public administration is the service that focussing on public satisfaction fullfilment. Denhardt (2003) stated that service activity is constitute from representative bureaucracy contribution or government in fullfillment of public demands.

New paradigm in administration public, Dehardt (2003) claimed that new public service is more directed to democracy value, citizenship, and service for public interest as a norm based on public administration. It means that government as a provider must have behavior and new involvement on giving better public administration service.

The services which are often complaint by society related with public administration are accomplishment vehicle documents, such as the evidence vehicle tax payment (BPKB), ownership tax transfer, withdrawal register number of special vehicle, and management of vehicle number licence (STNK). Public is often get bad quality service. Decreasing trust upon the service which is given, poor service image, and unsatisfaction services.

The unsatisfaction aboved is shown by increasing arrears from year to year. In 2006 there is Rp. 758.950.150 arrears for 2.155 cars and Rp. 1.986.585.480 for 25.184 motorcyces. it shows on increasing arrears of PKB up to 2010 for cars increased become 5.323 with the amount of arrears Rp. 4.808.069.540 and for motorcyces increased become 33.864 with the value of arrears Rp. 4.300.246.040. It can be seen that the arrears of cars and motorcyces tax payment increase significantly.

Cronin and Taylor (1992) claimed that the succeed of organisation in providing services to public is a reflection of a service performance that showed by provider to public or customer. Brandy and Cronin (2001) added that performance of service which is expected by public is the quality of interaction, physical environment, and result. While Ismail and Ouyang (2010) stated that the quality of services have significant influence to the value of services and public satisfaction. However in reality at the SAMSAT office show the quality of service is not optimal yet perceived by public. The quality of interaction between staffs and publics or customers still poor; less sociable, unfriendly attitude, less greeting, less empathetic, unreliable and unskillful in giving services. Including narrow waiting room, limited seat, the condition of the room is not condusive, limited employment facilities, unorganized working place, and so on. The succeed of an organization cannot be apart from presence of public trust to a value and service satisfaction. Mooman (2006) and Ouyang (2010) affirmed that the trust upon the services defined as a power on showing competency, honesty, integrity and predictibility on a service. Trust is constitute main element for the success of the relationship and propensity connected to various value of service and satisfaction public perceived (Ratnasingang, and Pavlou (2003). The public trust upon the services which are given become important integrity in realizing timely service, consistent, and simple, getting critics from public, especially about competency of staff on service, uncompetent staff, knowledge, skills, and unprofessional attitude. Beside that, aspect of honesty in providing service is less reliable, because not being on time, unmatch information, system and working procedures are not appropriate with applicable standards and work behaviour discriminant.

Assessing good services cannot be seperated from the effect of public services. According to Yin (2007) a service must have a positive image effect in the form of image that give appraisal to value of service and satisfaction; Steven (2008) builds an image that is a reputation that produce a success by maintaing the excellency and familirisation of services. However the negative image of a service can be seen from the bad services, do not have good reputation, often fail in giving good services, many weaknesses and conventional.

Maxwell (2007) said that the importance of service lies on value of service. The higher perception of public service value, the easier public shows the appreciation to the service that perceived. Grosse (2007) claimed that satisfied value of public service is determined by five appraisal components in achieving satisfaction, those are the function of service, social, emotional, efficiency, and the condition of service that percieved. The aim of a service is to fulfill satisfaction. Parasuraman (2003) asserted that the fulfillment of satisfaction can not be apart from the fulfillment of desire, needs, and hopes from a discrepancy or gap of service. Tjiptono (2008), a satisfaction can be fullfied if hope is bigger than the fulfillment of desires and needs. In reality that found at SAMSAT office shows that what is given by SAMSAT as provider of service still need to be improved on service management that given to public related to public complain.

## II. The Purpose of Research

The purpose of this research is (1) to identify the influence of service quality to public satisfaction on Makassar SAMSAT office, (2) to identify the influence of service quality to public satisfaction through a value of service on Makassar SAMSAT office, (3) to identify the influence of trust to public satisfaction on Makassar SAMSAT office, (4) to identify the influence of trust to public satisfaction through the value of service on Makassar SAMSAT office, (5) to identify the influence of image to public satisfaction on Makassar SAMSAT office, (6) to identify the influence of image to public satisfaction through the value of service on Makassar SAMSAT office, (7) to identify the influence of the value of service on Makassar SAMSAT office.

## III. The Literature Review

According to Passolong (2007), "administration public theory" is built on four important reasons which conneted with service activities and public are : (1) a friction in orientation of government administration that oriented on public activities, (2) administration activities oriented to public administration activities, not to government administration, (3) every working activity must have an intpretation on administration and public as unity of meaning not stand alone, (4) the interest from every administration focus on

public not government. Administration public as an efficiency action of service, effective, rational, because of that, the perception of administration public has a soul to service activities (Caiden, 2008). That means the core of the connection of public administration and service is provide the best for survival (Mintagoro, 2004). Osborne (2004), introduced the concept of reinventing government showed how important a service on achieving organisations' goals; Khasmir (2006) the succeed of public administration activities can not be separated from contribution of service. Moenir (2006) claimed that service is a process of needs fulfillment through other persons activities directly; Sinambela (2005) mentioned that the activities that have been done by the government to people whom have profitable activity in organisation or unity offer satisfaction although the result is not bounded to a service physically; Kurniawan (2006) said service is a serving other persons' needs or society who have interest on that organisation based on main rules and procedures which have had set. Gaspers (2003) claimed that basic definition of quality shows that word "quality" has many different and various definitions, start from conventional up to more strategic definition. Conventional definition of quality usually describing direct character from a service such as performance, reliability, ease of use, esthetics, ext. Such as quality of interaction, quality of physic environment, and result of quality. Quality also can be defined as everything that determines public satisfaction and efforts to change toward continuous improvement, known as "Q-MATCH" (Quality = Meets Agreed Term and Changes). Model of service quality Brady and Cronin claimed presence three service model elements; Gordon (2004:18) claimed that the quality of service is a model of service that public perceived based on the relationship information, the creation of the physical environment, and oriented on goals. The rationale for developing become a model called: (1) quality model of interaction, (2) physical environment quality model, and (3) quality model of results.

Trust is defined as public confidence for quality and service reliability that offered and seen as main attribute in start up, establishing and maintaining in various situations (Kim at al, 2009). Shih (2006) divided trust into four categories as follows : competence, virtue, integrity, and predictability.

Madzirah and Awang (2009) defined image as an overall impression in the public mind about an organisation; Zimmer and Golden (2008) defined image as an overall impression in the public mind after the service or organisations' services. Bloomer in Pasolong (2007) asserted that image as public impression based on experience to service and service is used and various of information that received about organisation from media communication; Mahadzirah and Awang (2009) divided the image into two components called functional and emotional; Gronroos (2004) added that image is very important because public can specifically see the existing recourse when using the service that needed in interaction between public and service provider.

Value of service plays on important role to distinguish the form of service which is distinguish by function, social, emotional efficiency, and the condition that make a service has a value levels (Tjiptono, 2009). Zeithaml dan Bitner (2001) said that public regards the value of a variety diverse meaningful as follow : (a) service function to materialize corresponding desired benefits, (b) through the service formed various social interaction, (c) low service or unqualified service can create emotion effect, (d) efficiency requires an integrated service, (e) the service must be conditioned in accordance with the needs of the service.

According to Holbrook (1994, in Barnes, 2003) claimed that value is preference relative (comparative, personal and situasional) which characterizes to someone experience in interacting with some service object that can be assessed. The value of public is the difference between consumers benefit from the service and consume with sacrifice made by the consumers to obtain these benefits. (Mulyadi, 2008) are as follows :

$$\text{Service Value} = \text{Function, Social, Emotional, Efficiency, Condition}$$

Oliver (1997, in Barnes, 2003: 64) claimed that satisfaction is public response over fulfillment of the needs.

Yee, Leung, and Chen discussed and tested a prospective retrieval operation about connection between quality service, business trust, image of service, value of service and satisfaction. It was developed as a model in chain of service-profit from Heskett (1994) and empirically tested with the model of designation survey from 210 contact services industry using structural equation model (SEM). That the service is significantly has a relationship of trust, from this trust has significant effect on image of a service. This image becomes a value of service which influence significantly. The values of service which influence significantly in determine of public satisfaction levels. Sivadas and Barker said that quality of service has affect between attitude and satisfaction. The relationship between attitude and satisfaction is recommended based on activity services that become a key of public loyalty.

Bodet as a shape of relationship between the value of service and satisfaction, there are some that have been determined frequently in conducting an observation against the simultaneous relationship which considers that value of quality of service, trust and image in this study to explain relationship and influence according to a double review in a concept. Therefore, value directly and indirectly have an influence on loyalty and among other variables affecting to quality of service and image of organization to public loyalty. Santouridis and Trivellas observed a crucial factor which contain about public loyalty of mobile phone sector in Greece, those are quality of service and public satisfaction. This research found that public service, price structure and account system affect the positive dimensions of service quality to public satisfaction.

Frompong, Nwanko and Dason found that the success of health service specified by good quality service in interaction of physic environment and results with a confidence level of service tailored to the competence, succeed, advantage and familiarization. Juntunen observed quality of service and relation to satisfaction and loyalty to relationship of outsourcing logistic.

Olorunniwo, Maxwell K. Hsu and Godwin J. Udo determine the dominant dimension from constructed of ESQ to factor of service discovered by tangible, recovery, responsiveness and knowledge. The result indicated that direct effect from service quality and intensive behavior is significant, indirect effects, namely the existence of a strong change for context from a service factor. Lee, Barker, and Kandampully research an ideal aspect of the three issues on the scope of service quality that received. (1) the comparison between gap model and satisfaction model, (2) direct observation of a causal link between quality and service satisfaction, and (3) test whether the effect of multiple dimensions of quality service crossed with the type of public administration services.

Lee and Yoo (2000) analyzed the relationship between quality of service, value and satisfaction. Analysis unit is public hotel (hotel customer) in South Korea conclude that positive effect on service quality to the value of service quality has positive influence to public satisfaction and the positive effect of public value to public satisfaction. Norisam Kassim and Nor Asiah Abdullah, tested the quality dimension that received 20 analysis item which are used by rotation and a maximum variable. Research findings indicate the quality of service which received has a significant influence to public satisfaction. Conversely public satisfaction was found to have significant effect on trust. Between public satisfaction and trust have significant affect the loyalty through expression of the intensity level of purchases.

Deng, Yaobin Lu, Kwok Kee Wei, and Jinlong Zhang said that public satisfaction and trust provide reinforcement to grow public satisfaction in increasing of the loyalty. Every satisfaction that public showed have a value in developing a level of acceptance to the service that provided.

Chen clarified that service quality has positive effect to the image, image has positive effect to the value, image also has positive effect to public satisfaction, quality of service has positive effect to the value, quality of service has positive effect to public satisfaction and the value has positive effect to satisfaction. Lee claimed that quality of service has significant effect to the value, quality of service has a significant positive effect to the value, quality of service has a significant positive effect to public satisfaction.

#### IV. The Framework

Grand theory that used is new public service theory presented by Denhardt (2003) that management succes of new public service directed at the democratic values of citizenship and service to public interest as a norm based on the study of science of administration. Means a service in review of administration need the aspect of urgency are, the importance of quality service, trust of service, image of service, value of service and satisfaction of service.

It becomes important to be studied the assess the quality of service that consists of quality of interaction, physical environment and the result on influensung the value of service and public satisfaction to the service that presieved. It can be seen from Samsa office as an object in view of the influence of quality of service to the value of service and the satisfaction that public perceived.

Understand the framework based on line of thought by using SEM, seen in the picture that there are 2 construct observtion as follows latent oxygen observation construct ( $\xi$ ) and latent endogenous observation construct ( $\eta$ ). Construct latent oxygen consists of variable value of the service ( $\xi_1$ ), trust ( $\xi_2$ ), and image ( $\xi_3$ ). Construct latent endogenous consist of variable value of the service ( $\eta_1$ ), and public satisfaction ( $\eta_2$ ). The direct connection between exogenous variables to endogeous variables that is observed with the value of  $\gamma$ . The direct connection between endogenous variable ( $\eta_1$ ) and endogenous can be seen from the value of  $\beta$ . The direct connection exogenous variable or endogenous to the indicators that is observed with the value of  $\lambda$ . For measuring the measurement error from exogenous variable indicators can be observed from the value of  $\delta$  and for measuring the measurement error from endogenous variable indicators can be seen from the value of  $\epsilon$ . The line of connection from each endogenous variable and endogenous and its indicators will determine the degree of influence of the variables studied relationship.

The Hypothesis:

1. There is influence the quality of service to public satisfaction on Makassar SAMSAT office.
2. There is influence the quality of service to public satisfaction through the value of service on Makassar SAMSAT office.
3. There is influence of the trust to public satisfaction on Makassar SAMSAT office.
4. There is influence of trust to public satisfaction through the value of service on Makassar SAMSAT office.
5. There is influence of image to public satisfaction on Makassar SAMSAT office.
6. There is influence of image to public satisfaction through the value of service on Makassar SAMSAT office.
7. There is influence of the value of service to public satisfaction.

**V. THE RESEARCH METHODS**

The types of research that is used on this research is quantitative and the location of research was held in Makassar. The population in this research is the entire vehicle users who perform administrative proceedings at Samsat office based on the report from administration department there are as many as 9.932 persons who perform administrative proceedings and renewal of STNK and taking sample from a polulation and using questionnaires as a data collection tool by using Slovin formula obtained by the number of respondents by 385 persons.

Questions in the questionare are the variable quality of service, trust, image as free variable, the value of service as variable between and satisfaction as dependent variable measured by using Likert scale 1 up to 5. Data analysis used descriptive analysis technique and statistique analysis Structural Equation Modeling (SEM) by using program AMOS. The following can be seen detail descriptive composition respondent data in this research :

**Table 1. Demographic Characteristics of Respondents**

No	Respondents by	Classification	F	%
1	Gender	Male	257	66.75
		Female	128	33.25
		Total	385	100.00
2	Age	< 20 years old	5	1.30
		20 – 30 years old	69	17.92
		31 – 40 years old	117	30.39
		41 – 50 years old	120	31.17
		> 50 years old	74	19.22
		Total	385	100.00
3	Education	Elementary School	7	1.82
		Junior High School	28	7.27
		Senior High School	132	34.29
		Bachelor Degree	169	43.90
		Master Degree	49	12.73
		Total	385	100.00
4	Type of Work	Student University	8	2.08
		Privat sector Worker	67	17.40
		Business Owner	75	19.48
		Government Officers	134	34.81
		Entrepreneur	49	12.73
		Military	52	13.51
		Total	385	100.00

Source: Primary Data was Processed (2012).

**The Description of Research Variable**

Indicators of quality of service from the answer of respondents generally provide answers to the Likert scale score 4 points for the quality of interaction frequency is 189 or 49.1 per cent, the frequency of the physical environment is 193 or 50.1 per cent and the quality of frequency is 174 or 45.2 per cent, the average value is 3.5212 categorized quite good. Meaning that the overall quality of services provided need to be enhaced or improved.

Indicator of trust from the answers of repondents generally provide answers to the Likert scale score 5 points fot the frequency competent is 205 or 53.2 per cent, vitues frequency 155 or 40.3 per cent and integrity/predictability frequency is 201 or 52.2 per cent, the average value is 4.1022 categorized good. Meaning that the trust of service provided need to be enhaced or improved.

Indicator of image from the answers of respondents generally provide answer to the Likert scale score 4 and 5 points frequency reputation is 197 or 51.2 per cent, the success and the excellence frequency is 167 or 43.4 per cent and familiar frequency is 163 or 42.3 per cent, the everage mean 4.4606 categorized good. Meaning that image of service that provided by Samsat office need to be enhaced and improved.

Indicators of value of service from the answers of repondents generally provide answer to the Likert scale score 5 points for function frequency is 206 or 53.5 per cent, social requency is 212 or 55.1 per cent, emotional frequency is 167 or 43.4 per cent and efficiency of conditional frequency is 201 or 52.2 per cent, the average men 4.1922 categorized good. Meaning the value of service that provided by Samsat office still need to be enhaced and improved. Indicators of public satisfaction from the answers of respondents generally

provide answer to the Linkert scale score 4 and 5 points for desire frequency is 205 or 52.3 per cent, the frequency of needs is 155 or 40.3 per cent, the expectation frequency is 201 or 52.2 per cent, the reliable frequency is 188 or 48.8 per cent dan the guarantee frequency is 177 or 46 per cent, the average men is 4.2421 catagorized good. Meaning the satsication that provided by Samsat office to the public still need to be enhanced and improved.

**The Analysis of Research Variable**

Structural Equation Modelling Analysis (SEM)

a. Variable Quality of Service Analysis (X1)

**Table 2. Computational Result of Variable Model of Quality of Service**

Criteria	Standard	Result of Computational Model	Signification
Chi-Square	Small is Expected	2.891	Variable Construct a Model Relationship
Probability	≥ 0,05	0.576	Significant Differences
CMINDF	≥ 2.00	1.221	The Closeness of The Model Construct Variable
GFI	≥ 0,90	0.911	The Suitability of the Model Construct Variable
AGFI	≥ 0,90	0.907	The Perfection of the Model Construct Variable
TLI	≥ 0,90	1.003	The Accepted Fit Highest Value of the Model Variable Construct
CFI	≥ 0,90	1.000	The Accepted Fit Highest Value of the Model Variable Construct
RMSEA	≤ 0,08	0.001	The Range of Fault Model Variabel Construct

Source: Primary data was processed (2012).

b. **The Analysis Variable of Trust (X2)**

**Table 3. Criteria of Computational Result Goodness-of-Fit Indices (GFI) Examination of Trust Variable**

Criteria	Standard	Result of Computational Model	Signification
Chi-Square	Small is Expected	4.131	Variable Construct a Model Relationship
Probability	≥ 0,05	0.389	Significant Differences
CMINDF	≥ 2.00	1.033	The Closeness of The Model Construct Variable
GFI	≥ 0,90	0.902	The Suitability of the Model Construct Variable
AGFI	≥ 0,90	0.897	The Perfection of the Model Construct Variable
TLI	≥ 0,90	0.999	The Accepted Fit Highest Value of the Model Variable Construct
CFI	≥ 0,90	1.000	The Accepted Fit Highest Value of the Model Variable Construct
RMSEA	≤ 0,08	0.009	The Range of Fault Model Variable Construct

Source: Primary Data was Processed (2012).

b. **The Analysis Variable of Image (X3)**

**Table 4. The Computational Result Model of Image Variable**

Criteria	Standard	Result of Computational Model	Signification
Chi-Square	Small is Expected	2.046	Variable Construct a Model Relationship
Probability	≥ 0,05	0.153	Significant Differences
CMINDF	≥ 2.00	2.046	The Closeness of The Model Construct Variable
GFI	≥ 0,90	0.947	The Suitability of the Model Construct Variable
AGFI	≥ 0,90	0.929	The Perfection of the Model Construct Variable
TLI	≥ 0,90	0.990	The Accepted Fit Highest Value of the Model Variable Construct
CFI	≥ 0,90	0.999	The Accepted Fit Highest Value of the Model Variable Construct
RMSEA	≤ 0,08	0.052	The Range of Fault Model Variable Construct

Source: Primary Data was Processed (2012).

**c. The Analysis of Value Service Variabel (Y)**

**Table 5. The Computational Result Variable Model of Value of Service**

Criteria	Standard	Result of Computational Model	Signification
Chi-Square	Small is Expected	4.970	Variable Construct a Model Relationship
Probability	≥ 0,05	0.057	Significant Differences
CMINDF	≥ 2.00	6.485	The Closeness of The Model Construct Variable
GFI	≥ 0,90	0.984	The Suitability of the Model Construct Variable
AGFI	≥ 0,90	0.919	The Perfection of the Model Construct Variable
TLI	≥ 0,90	0.976	The Accepted Fit Highest Value of the Model Variable Construct
CFI	≥ 0,90	0.992	The Accepted Fit Highest Value of the Model Variable Construct
RMSEA	≤ 0,08	0.053	The Range of Fault Model Variable Construct

Source: Primary Data was Processed (2012).

**d. The Analysis of Public Satisfaction Variable (Z)**

**Table 6. The Computational Result Model Variable of Public Satisfaction**

Criteria	Standard	Result of Computational Model	Signification
Chi-Square	Small is Expected	2.877	Variable Construct a Model Relationship
Probability	≥ 0,05	0.075	Significant Differences
CMINDF	≥ 2.00	4.132	The Closeness of The Model Construct Variable
GFI	≥ 0,90	0.965	The Suitability of the Model Construct Variable

AGFI	≥ 0,90	0.914	The Perfection of the Model Construct Variable
TLI	≥ 0,90	0.930	The Accepted Fit Highest Value of the Model Variable Construct
CFI	≥ 0,90	0.958	The Accepted Fit Highest Value of the Model Variable Construct
RMSEA	≤ 0,08	0.037	The Range of Fault Model Variable Construct

Source: Primary Data was Processed (2012).

Causal Relationship between variable quality of service, trust, image to the value of service and costumers' satisfaction on table 21 presented as follows :

**Table 7. The Result of Computation of Goodness-of-Fit Indices Criteria (GFI) Detailed Models on Phase I and Phase II**

Criteria	Standard	The Computational Result of Models		Remark
		Phase I	Phase II	
Chi-Square	Small is Expected	6.012	4.215	Variable Construct a Model Relationship
Probability	≥ 0,05	0.064	0.078	Significant Differences
CMINDF	≥ 2.00	8.705	13.911	The Closeness of The Model Construct Variable
GFI	≥ 0,90	0.875	0.968	The Suitability of the Model Construct Variable
AGFI	≥ 0,90	0.854	0.955	The Perfection of the Model Construct Variable
TLI	≥ 0,90	0.914	0.934	The Accepted Fit Highest Value of the Model Variable Construct
CFI	≥ 0,90	0.897	0.941	The Accepted Fit Highest Value of the Model Variable Construct
RMSEA	≤ 0,08	0.059	0.025	The Range of Fault Model Variable Construct

Source: Primary Data was Processed (2012).

## 2. Hypothesis Testing

**Table 8. The Result of Hypothesis Testing**

Variable Relations	Standards Regression Weights
X1 → Z	0.429
X1 → Y → Z	0.403
X2 → Z	0.354
X2 → Y → Z	0.353
X3 → Z	0.480
X3 → Y → Z	0.196
Y → Z	0.532

Source: Primary Data was Processed (2012).

The following proof of the hypothesis that interpreted from the result of result, as follow :

- Hypothesis 1** prove that "Service quality has immediate effect to public satisfaction on Makassar Municipality Samsat office". Every treatment that given, the quality of service contributes an effect as big as 0.429 to public satisfaction".



2. **Hypothesis 2** prove that "quality of service through the value of service has indirect effect to public satisfaction on on Makassar Municipality Samsat office". Every treatment that given quality of service contributes an effect as big as 0.403 to public satisfaction through the value of service.
3. **Hypotesis 3** prove that " the trust has direct effect to public satisfaction on on Makassar Municipality Samsat office". Every treatment that given the trust contributes an effect as big as 0.354 to public satisfaction".
4. **Hypotesis 4** prove that " trust through the value of service has indirect effect to public satisfaction on Makassar Municipality Samsat office". Every treatment that given the trust contributes as big as 0.353 to public satisfaction through the value of service
5. **Hypothesis 5** prove that " the image has direct effect to public satisfaction on Makassar Municipality Samsat office". Every treatment that given the image contributes as big as 0.480 to public satisfaction.
6. **Hypothesis 6** prove that " image through the value of service has direct effect public satisfaction on Makassar Municipality Samsat office". Every treatment that given the image contributes an effect as big as 0.196 to public satisfaction through the value of service.
7. **Hypothesis 7** prove that " the value of service give immediate effect to public satisfaction on Makassar Municipality Samsat office". Every treatment that given the value of service contributes an effect as big as 0.532 to public satisfaction.

## VI. The Discussion of the Result of Research

The quality of service that implemented on Samsat office still need to be improved or optimalized through improved quality of interaction, physic environment and the result to fulfillment of public satisfaction for vehicle administration management services. Barry, Zeithaml and Parasuraman : (2004:124) quality of service detemines satisfaction. The theory of satisfaction Parasuraman (2004:141) claimed that the core quality of service is to realization the satisfaction. Then the concept of hopes according to Gaspersz (2006:38) satisfaction is embodiments of hopes quality of service that fulfilled. Lenni (2007:63) that quality of service and satisfaction are basic foundation on a modern service.

The previous research that had been observed that the effect of quality of service to public satisfaction lik Yee, Leung and Chen (2009), Sivadas and Baker (2000), Santouridis and Trivellas (2010), Frimpong, Nwankwo and Dason (2010), Lee, Barker and Kandampully (2003), Lee, Lee and Yoo (2000), Kassim and Abdullah (2010), Dengm Lua, Weib and Zhanga (2009) and then Lee (2009). Quality of service is important in the concept of service especially in effect of service satisfaction that provided to public. The better quality of services provided, more give suggestions to public for understanding the meaning of quality of service for the realization of public satisfaction. The effect of service quality through the value of service to public satisfaction showed the good effect in the quality of service through the value of service to public satisfaction supported by SERVQUAL theory, participation theory, added value concept, and result concept, SERVQUAL theory presented by Pasaruman (2004:120) claimed that the core of quality of service is contributing appreciation the value of service to fulfill the satisfaction. Amerson (2004:95) claimed that the quality of service and the value of service assess in determining satisfaction. Added value concept Wailberg (2005:71) claimed that the additional value from a service is creating quality, the value of service and satisfaction. Brady and Cronin (2001:18) claimed that quality of service determines the influence of value of service and satisfaction: concept from Amaidden (2005:14) claimed that satisfaction influenced from the value and the quality of service.

The relationship of quality of service give an influence to the satisfaction trough the value of service like Lai, Griffin and Babin (2008), Lee and Yoo (2000), Brady and Cronin (2001). This previous observation recommended that the quality of service is important in concept of service especially in influencing satisfaction through the value of service provided to public.

The influence of trust to public satisfaction showed the good effect in fulfill public satisfaction. Supports the theory and concept are theory of consistence, theory of commitment, concept of certainty and concept of aggressive. The consistence proposed by Garry (2004 :71) provide a postulate that the better of public trust about product and service, the better the realization of of public satisfaction perceived; Larry (2003:16) claimed that the trust of service required certainty on fulfillment of satisfaction that the public expect and the concept of aggressive from Lacula (2006:38) claimed that trust is a symbol of aggressiveness in fulfillment of service satisfaction. The previous research analyzed that there is an influence on trust to public satisfaction Yee, Leung and Chen (2009), Sivadas and Baker (2000), Kassim and Abdullah (2010), Deng, Lua, Weib and Zhanga (2009). Basically it has been proved that trust is a key to the success on service in providing satisfaction.

The influence of trust through the value of service to the public satisfaction showed that there is a good influence. The trust that implemented showed some competence, virtue, integrity, and predictability which corresponding value of the service, social, emotional and conditional efficiency to public satisfaction on vehicle administrative management service.

The theory which supported is theory of morality, concept of appreciation, concept of belief, theory of system, and theory of changes. The morality of service theory that proposed by Maxwell (2007:19) claimed that competency, virtue, integrity, and predictability are element of morality in fostering trust and satisfaction of service; Nisbih (2004:39) claimed that the trust is appreciation from the value to produce satisfaction of service; Nicholas (2006:24) giving propositions that the better beliefs of service provided, the better additional value to fulfill the satisfaction; Stomzpka (2004:177) claimed that the trusted system of service posses special value for

materializing satisfaction; Max Weber in Nugroho (2005:96) claimed that trust is paradigm of service which oriented to the value and satisfaction that gives benefits to public.

The previous research Kassim and Abdullah (2010), Deng, Lua, Weib, and Zhanga (2009), Yee, Leung and Chen (2009) and Sivadas and Barker (2000), that the trust in various activities of service is accordance to the object of research that's been observed, it gives a positive influence and significant to the value of service in increasing of satisfaction.

The influence of image of service to public satisfaction showed a good influence in fulfillment of public satisfaction. The image of service that implemented on Samsat office need to be optimized through reputation, succeed, the benefits of service, and familiarization.

There is influence of image to public satisfaction in vehicle administrative management on Makassar Municipality Samsat office, Albertino (2004:18) claimed that positive image provides accountability imaging of satisfaction; Natashia (2007:25) claimed that image is reflection imaging of satisfaction; Ghulman (2005:78) claimed that positive image is imaging of improvement to a impression of satisfaction; Richard (2004:32) claimed that image is action satisfactory imaging.

The previous researches have been proved there is presence of influence as follow as Lai, Griffin and Babin (2008), Chen (2009), Juntunen and Grant (2006) and Bodet (2007). The service of image provides positive influence to public satisfaction.

The influence of image through the value of service to public satisfaction showed a good influence. The implemented image addressing the needs of service reputation, succeed/advantage and familiarity in accordance with the function of service, service, social, emotional, and the condition of efficiency to public satisfaction on vehicle administration management service. Hall (2005:69) claimed that image determines the reputation hits the value of service and satisfaction; Barry and Cross (2001:141) claimed that image is the value of competition to fulfill satisfaction; Jhingan and Davis (2004:58) claimed that excellence and progress of developing image is a satisfaction achievement of comparative value; Hariss and Rhara (2005:36) claimed that familiar image is important point in fulfillment of satisfaction; Watson (2003:171) claimed that image is a goal value of satisfaction.

The previous research Lai, Griffin and Babin (2008), Chung Hao Chen (2009), also Olorunniwo, Hsu and Udo (2006). Image is service that provide a positive and significant influence to satisfaction through the value of service.

The value of service to public satisfaction showed good influence. The implemented value of service in a form of appropriate service function, social, emotional and the condition of efficiency have been implemented in corresponding compliance desires, needs, hopes, reliability and guarantee in fulfillment of public satisfaction. This the value of service determines the success of service in fulfillments of public satisfaction.

Campbell (2006:23) employment dynamics determines the value and satisfaction of service; Darmint (2007:74) claimed that the value of service is the best alternative in fulfillment of satisfaction; Parson in Ritzer (2004:154) claimed that the value of service is the combination between the function and the structure from the act of actor in activities for fulfillment of public satisfaction; Jerry (2003:69) claimed that the best of the value of service would generate an emotional connection of satisfaction.

The previous research that had been observed there was influence on the value of satisfaction to public satisfaction like, Lai, Griffin and Babin (2008), Lee, Lee and Yoo (2000), Chung Hao Chen (2009) and Lee (2009) that recommended the value of service is important in the concept of service especially in influencing satisfaction of services provided to the public.

## VII. The Findings of Research

- (1) The quality of service has direct influence to public satisfaction, (2) The quality of service has no direct effect through the value of service to public satisfaction, (3) The trust has direct influence to public satisfaction, (4) the trust has no direct influence through the value of service to public satisfaction, (5) the image has direct influence to public satisfaction, (6) the image has no direct influence through the value of service to public satisfaction, (7) the value of service has direct influence to public satisfaction.
- (2) The image of service has direct strong influence to public satisfaction, (2) the trust has strong influence indirectly through the value of service to public satisfaction, (3) the image and the trust become a consideration in determining the value of service and public satisfaction, (4) The value of service focus in determining direct influence to public satisfaction. It is reinforced by Holmes (2005) claimed that the service is important to the satisfaction of public.

## VIII. Conclusions and Suggestions

The succeeds of quality service can be seen from the ability of employee in giving interaction of service, according to physical environmental conditions of service and the achievement of service according to satisfaction that public expected.

The success of quality of service indirectly determined based on the appraisal of public to the service according to the function that obtained, applied by a good interaction, without ignoring emotional aspect that served and always consider to efficiency of service condition which gives public satisfaction.

Instilling confidence on convinced service is the key to success of satisfactory service in accordance with the level of competence of serving officers, always show benevolence for trusted service and show integrity/predictability could be trusted by public to get satisfactory service.

Instilling confidence on service through the value of service would foster confidence can be applied multifunctional service, according to trust in socialize a good service, pay attention to the emotional aspects of being served and always oriented to the efficiency of conditionally satisfactory service.

Forming a positive image is important in providing imaging service in accordance success reput/excellence of service provided to the realization of satisfactory public service. Samsat office in implementing public sector service should pay attention to the importance of fulfillment of public satisfaction by considering the value of service provided that public could judge the quality of services provided.

The public's side, the best of service is service that oriented on public alignments, hence into consideration for government agencies in carrying out public service activities to implement service-oriented public satisfaction and prevent any monopoly service.

Service should be applied and oriented to quality, trust, good image, value of service and public satisfaction without prejudice provider and public. Regional Police Commands, Local Government, and Government Insurance Company (Jasa Raharja) should consider an oriented service method to new public service.

Providers should address the importance of service-oriented to implementation new management service that promote management or handling professionally oriented public satisfaction. The results of this research recommended on developing the service related to quality, trust, image, value and satisfaction.

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