

The Effect of Online Communication on Community Satisfaction Through Online Service Quality



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ABSTRACT: Satisfaction of the public using public services is determined, among other things, by online communication and the quality of online services. This study aims to examine the effect of on-line communication and on-line services on community satisfaction; and examine the effect of online communication on community satisfaction through online service quality. The research population is the community using on-line services in the period of September 2021. The total sample is 98 people whose determination is based on the Lemeshow formula. Collecting data using a Likert scale questionnaire distributed to respondents. The data analysis technique uses the path test and data processing uses the SPSS Ver 22 program. The conclusion of the study is that the increase in public satisfaction of users of public services is determined, among other things, by on-line communication and on-line services. When the intensity of online communication and the quality of online services are increased, there will be an increase in the satisfaction of the people who use public services. In addition, the quality of online services also plays a significant role as a mediating variable for the effect of online communication on public satisfaction with public services.

KEYWORDS: online communication, online service quality and community satisfaction

I. INTRODUCTION

Bureaucratic reform is a trigger for government agencies to realize good governance through improving the quality of public services. Law Number 25 of 2009 concerning public services is the cornerstone of the reform movement that protects and guarantees Indonesian citizens to obtain quality public services.

As executors of public services, the state apparatus is required to carry out its duties properly and be responsive to the needs of the community. For this reason, improving the performance of state apparatus in the field of public services needs serious attention through a professional attitude in providing quality public services so that they can provide satisfaction for the community (State Administration Agency, 2008).

Until now, the problem of public services in Indonesia is still like a piece of ice that cannot be melted. In 2019, there were 7,737 public reports that came in from various public service sectors in Indonesia that were not good (Ombudsman RI, 2020). Good public services have not been able to be provided by the government, so that people respond negatively to government bureaucracy. As a public servant, the government will play a broad role in the level of public satisfaction and trust, but conversely if as a public service provider and implementer who is not good at serving the community, then the level of public satisfaction and trust will also decrease (Ida Wayan Demung, 2021).

One form of public service is service in the field of population administration. According to the Republic of Indonesia Law Number 23 of 2013 that population administration is a series of structuring and controlling activities in the issuance of population documents and data through population registration, civil registration, management of population administration information and utilization of the results for public services and the development of other sectors.

The process of population administration activities in Mojokerto Regency as a whole has been running optimally in accordance with the provisions of RI Law Number 23 of 2013. However, during the Covid 19 pandemic, population administration activities experienced a significant decline due to provisions limiting the number of people to obtain offline services. line. As an illustration, in 2019 the average service achievement was 98.94% of the target, but in 2020 it has decreased to 95.23%. Therefore, in order to further optimize performance achievements, it is necessary to carry out service innovations, including the provision of on-line population administration services.

The provision of online services aims to enable the public to obtain population administration services quickly, efficiently and effectively. However, public satisfaction with the provision of on-line services at the Mojokerto Regency Population and Civil Registry Office is still not optimal, so it needs improvement, one of which is through the intensity of increasing communication.

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Even though good communication and service quality have a significant effect on service user satisfaction, including public services (Brady & Robertson, 2001, Qohirie et al., 2020).

Based on the background of these problems, the formulation of the problem is as follows: Does online communication have a significant effect on the quality of online services?; Does online communication have a positive and significant effect on community satisfaction?; Does the quality of online service have a positive and significant effect on community satisfaction?; and Does online communication have a significant effect on community satisfaction through the quality of online services?

II. LITERATURE REVIEW AND HYPOTHESIS

Online Communication

Communication is a process of sending messages that contain meaning from a communicator to a communicant with a specific purpose. So in communication there is a process in which each process has a meaning that depends on the understanding and perception of the communicant. Therefore communication will be effective and the purpose of communication will be achieved if each actor involved has the same perception of the message.

According to Hardjana (2016), communication is an activity in which a person conveys a message through certain media to other people and after receiving the message then responds to the sender of the message. Meanwhile, according to Mulyana (2014), communication is a process of sharing meaning through verbal and non-verbal behavior carried out by two or more people. Meanwhile, Sikula (2017) communication is the process of transferring information, understanding, and understanding from someone, a place, or something to something, place or someone else. Thus, communication is a process in which the communicator conveys messages in the form of ideas, ideas, thoughts to the communicant through certain efficient media to provide the same understanding or meaning to the communicant so that the communicant gains influence and experiences changes in behavior that are in accordance with the communicator.

Communication has five important elements, namely: 1. communicators, namely individuals, groups or institutions that convey or give messages to other parties; 2. message or information conveyed by the comicator to the communicant; 3. the media used in the communication process. 4. who is the recipient of the message; 5. audience response to the message conveyed by the communicator (Craig, 2016). Related to the media used to help smooth the communication process can be in the form of newspapers, telephones, magazines, radio, television, and the internet.

Along with the development of communication technology, the continuity of communication takes place quickly so that all messages are real time which allows sharing of information such as what is happening (Mc Quail, 2010). Apart from speed, the advantage of using communication technology is that the message is open to a wide variety of audiences, spreads quickly, simultaneously and broadly and is not limited by space and time (Mc Quail, 2010). Media interpersonal communication methods in certain situations can be an option. Meanwhile, on-line communication indicators include the ease of obtaining information; communication intensity; communication effectiveness; message understanding level; and changes in attitude (Mangkunegara, 2015).

Furthermore, the role of communication according to Hubies et al. (2012) is telling; assessing inputs or outcomes; direct or be directed; influence and be influenced; and contains several incidental functions that do not directly affect the achievement of goals and relationships in social interaction.

Online Service Quality

Service quality is known by comparing consumer perceptions of services that are actually received with expected services. If the service received is as expected, then the quality of service is perceived as satisfactory, if the service received exceeds consumer expectations, then the quality of service is perceived as very good and of high quality. Customer perception of service quality is an overall assessment of the superiority of a service. According to Parasuraman (2014) there are 5 dimensions of service quality, namely: tangible, reliability, responsiveness, assurance and empathy. In this case quality service is needed not only in private companies but also in public services.

Based on Law no. 25 of 2009 what is meant by public services are all forms of activities in the context of regulation, coaching, guidance, provision of facilities, services and others carried out by government officials as an effort to fulfill the needs of the community in accordance with applicable laws and regulations. According to Kepmenpan Number 63 of 2003, service standards, at least include: procedures, completion time, costs, service products, facilities and infrastructure and officer competence. Meanwhile, to provide quality service so that efforts can meet consumer expectations, it is necessary to pay attention to two main factors, namely expected service and perceived service (Tjiptono, 2014).

In the development of a service system for customers, services can be carried out offline or on line. Services both on-line and offline have the same meaning which differs only in the media used to provide services. According to Zeithmal et al. (2016), e-service quality is a comprehensive and integrative online service quality model as a form of adaptation and expansion of the traditional service quality model into the context of the online shopping experience. In this case it can also be used for online public services.

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Referring to Presidential Decree number 3, 2003, that the implementation of e-Government, especially on-line services, is directed at achieving 4 main objectives, namely: a) Formation of information networks and public service transactions that have quality and scope that can satisfy the wider community and reach the entire territory of Indonesia without being limited by time and at an affordable cost; b) Formation of interactive relations with the business world to enhance the development of the national economy, strengthen the ability to deal with changes and competition in international trade; c) Formation of a communication mechanism with state institutions and provision of public dialogue facilities for the public so that they can participate in the formulation of state policies; and d) Establishment of a management system and work process that is transparent, efficient and facilitates transactions and services between government agencies and autonomous regional governments.

The indicators for implementing the quality of on-line services include: efficiency, reliability, fulfillment, privacy, responsiveness, compensation and contact (Tjiptono & Chandra, 2016).

Community Satisfaction

Community satisfaction with public organizations is very important because it relates to public trust in government performance, the better the quality of service, the higher public trust (Pasolong, 2010). Public trust grows when they are satisfied with public services, because customer satisfaction or dissatisfaction is the result of an evaluation that is felt between expectations and actual product performance after use or after receiving public services (Tse & Wilton, 1988). Customer or community satisfaction is actually a comparison between what is expected and what is obtained (Dean, 2015). Thus, a feeling of satisfaction or dissatisfaction with the service can be formed when the user has received services from the organization.

Public satisfaction with the performance of government services needs to be continuously measured. One way that can be done to measure public satisfaction with government services is to use the Community Satisfaction Index (CSI). Decree of the Minister for Administrative Reform (Kepmenpan) Number 25 of 2004 states that CSI is data and information about the level of community satisfaction obtained from the results of quantitative and qualitative measurements of public opinion in obtaining services from public service providers by comparing their expectations and needs. It was further explained that the target of CSI is the level of performance achievement of government agency service units in providing services to the community.

In addition, CSI is also aimed at structuring systems, mechanisms and service procedures so that services can be carried out in a higher quality, efficient and effective manner. Furthermore, based on the service principle as stipulated in the Decree of the Minister of PAN Number: 63/KEP/M.PAN/7/2003 concerning General Guidelines for the Implementation of Public Services, there are 12 minimum elements that must exist for the basis of CSI measurement, namely, procedures, requirements, clarity, discipline of officers, responsibilities of service officers, ability of service officers, speed of service, fairness in getting service, friendliness of officers, schedule certainty, environmental comfort and service security.

To measure satisfaction in public services according to Moenir (2008) it can be seen from the parameters: community respect for employees, community obedience to regulations, community pride in officers; and avoidance of service delays.

Linkage of Communication, Service Quality With Community Satisfaction

Communities are customers of public services, they have needs that must be met by the government and their expectations depend on the performance of professional public service providers. Community demands for better service must be addressed in order to create satisfaction in the activities of providing services to the community. Community satisfaction is an important factor that needs to be monitored by public service providers because community satisfaction can determine the level of success of the government in administering public services (Harsoyo & Suparno, 2021).

Efforts to realize community satisfaction can be achieved through the provision of excellent service. According to Barata (2004) service excellence consists of six main elements, namely: ability, attitude, appearance, attention, action and accountability. Meanwhile, according to Tjiptono (2011), excellent service (service excellence) consists of four main elements, namely: speed, accuracy, friendliness and comfort.

According to Lupioyadi (2013) that in determining the level of public satisfaction, there are five factors that must be considered by service organizations; service quality; emotional; prices and costs. Various studies have proven that the quality of service and communication has a significant positive effect on the satisfaction of the public who use public services (Henny et al., 2018). Furthermore, it was explained that service quality is the variable mediating the relationship between communication and user satisfaction of public services (Harsoyo & Suparno, 2021; Moteki, 2022).

Starting from various literature and the results of the study as explained above, the hypothesis can be formulated:

H1: Online communication has a significant effect on the quality of online services

H2: Online communication has a significant effect on community satisfaction.

H3: The quality of online services has a significant effect on community satisfaction.

H4: Online communication has a significant effect on community satisfaction through the quality of online services.

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III. RESEARCH METHODS

The research population is the public receiving public services for the September 2021 time period. In this study the population is unlimited, so the sample size is determined using the Lemeshow Formula (Arikunto, 2019), which is as follows:

$$n = \frac{Z^2 \cdot p \cdot q}{d^2}$$

n = Number of samples

Z = Normal standard value (1.967)

P = Population proportion estimator (0.5)

d = Deviation (0.10)

q = 1-p

So the sample size can be calculated as follows:

$$n = \frac{(1,967)^2 \cdot 0,5 \cdot 0,5}{(0,1)^2} = 97,5$$

Based on the calculation results above, it can be seen that the number of research samples is 98 respondents. The sampling technique using accidental sampling. While the operational definition and measurement of variables are as follows.

1. Online communication (X) is the process of sending and receiving service messages using the WhatsApp application. Indicators of online communication include: Ease of obtaining information, intensity of communication, effectiveness of communication, level of understanding of messages and changes in attitude
2. Quality of online service (Z) is a form of public service by government officials on-line as a fulfillment of the basic needs of the community in accordance with statutory provisions. Indicators of online service quality include: efficiency, reliability, fulfillment, privacy, responsiveness, compensation and contact.
3. Community satisfaction (Y) is the community's response to public services that are felt when obtaining services. Indicators of community satisfaction include: service procedures, service requirements, officer discipline, officer responsibility, officer ability, service speed, service fairness, staff courtesy, schedule certainty and service security,

Instrument measurements of 3 research variables, namely: online communication, on-line service quality (Z) and community satisfaction (Y) using a Likert scale with variations in answers: strongly agree given a score of 5; agree is given a score of 4; do not agree given a score of 3; do not agree given a score of 2; and strongly disagree were given a score of 2. While the data collection method used questionnaires which were distributed to respondents.

The data analysis method uses path analysis to examine the indirect effect of independent variables on the dependent through intervening variables. The value of the magnitude of the indirect effect is obtained by means of the path coefficient of the dependent variable to the intervening variable multiplied by the path coefficient of the Y1 variable to the Y2 variable. While testing the mediation hypothesis can be done using the Sobel Test (Kline, 2011). The Sobel test is carried out by testing the strength of the indirect influence of the independent variable (x) on the dependent variable (y) through the intervening variable (z). The indirect effect is obtained by multiplying the path coefficient of each relationship.

IV. RESEARCH RESULTS AND DISCUSSION

Validity Test

The validity test is used to measure how precise the respondent's answer is on a test using a questionnaire. Product moment correlation technique was used to test the validity, with a significance level of 5%. The results of the validity test can be seen in the following table.

Table 1. Validity Test Results

Variable	Indicator	Pearson Correlation	Sig. (2-tailed)	Test Results
Online communication (X)	X .1	0.737	0.000	Valid
	X .2	0.795	0.000	Valid
	X .3	0.702	0.000	Valid
	X .4	0.751	0.000	Valid
	X .5	0.705	0.000	Valid
Quality of online service (Z)	Z.1	0.855	0.000	Valid
	Z.2	0.826	0.000	Valid

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	Z.3	0.691	0.000	Valid
	Z.4	0.742	0.000	Valid
	Z.5	0.737	0.000	Valid
	Z.6	0.681	0.000	Valid
Community satisfaction (Y)	Y.1	0.305	0.002	Valid
	Y.2	0.358	0.001	Valid
	Y.3	0.442	0.000	Valid
	Y.4	0.481	0.000	Valid
	Y.5	0.425	0.002	Valid
	Y.6	0.407	0.010	Valid
	Y.7	0.400	0.000	Valid
	Y.8	0.520	0.000	Valid
	Y.9	0.504	0.000	Valid
	Y.10	0.475	0.000	Valid

Based on table 1, it is known that the results of the validity test for each variable in all question items are stated to be valid because the significance value is <0.05 .

Reliability Test

Reliability refers to an understanding that a research instrument can be trusted as a data collection tool, because the instrument is good. To find out the reliability of the research instrument, you can see the value of the reliability coefficient (coefficient reliability). The reliability coefficient value ranges from 0 - 1, if the coefficient value is close to 1 then the instrument is more reliable. The measure used to show the statement is reliable, if the Cronbach Alpha value is > 0.6 . The results of the reliability test for the operational variables of the research are presented in the following table.

Table 2. Reliability Test Results

Variable	Cronbach's alpha	Description
Online communication (X)	0.791	Reliable
Quality of online service (Z)	0.849	Reliable
Community satisfaction (Y)	0.723	Reliable

Based on table 2, it can be seen that the reliability test for each research variable has a Cronbach Alpha value > 0.6 ; so it can be concluded that all question items are declared reliable.

Path Analysis

To find out the partial effect of online communication variables and online service quality on community satisfaction, it can be seen from the results of calculating the t value, if the Sig value <0.05 , it can be concluded that these variables have a significant influence. The following is the result of calculating the t value statistic.

Table 3. Model Equation Test Results

Model		Unstandardized Beta	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.597	.323		1.851	.067
	X_ Average	.807	.080	.718	10.115	.000
2	X_ Average	.244	.044	.432	5.507	.000
3	Z_ Average	.242	.039	.481	6.138	.000

Based on the test results in table 3, it is known that the significance value of the online communication variable is 0.000 with a t count of 5.507. Significance value < 0.05 , so it can be explained that online communication partially has a significant effect on community satisfaction. The magnitude of the influence of communication variables on community satisfaction is 0.432.

Furthermore, the significance value of the on-line service quality variable is 0,000 with a t count of 6,138. Significance value <0.05 , so it can be explained that the quality of online services partially has a significant effect on community satisfaction. The magnitude of the influence of online service quality variables on community satisfaction is 0.481.

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Hypothesis Testing

The overall results of the research hypothesis testing are summarized and summarized in the following table.

Table 4. Hypothesis Test Results

Connection	Coefficient	Influence		
		Direct	Indirect Through Z	Total
X → Z	0.718	0.718		0.564
Z → Y	0.481	0.481		0.287
X → Y	0.432	0.432	$(0.432 \times 0.481) = 0.208$	$(0.432 + 0.208) = 0.640$

Based on table 4, it is known that online communication has a positive and significant effect on the quality of on-line services; on-line communication has a positive and significant effect on community satisfaction; the quality of on-line services has a positive and significant effect on community satisfaction; and online service quality acts as a mediating variable for the effect of on-line communication on community satisfaction. Thus it can be concluded that all research hypotheses are proven.

DISCUSSION

Electronic Government as an internet-based information system and other digital technologies is a necessity to facilitate and speed up transactions, public services, communication, coordination and management of government organizations. The use of information technology helps facilitate the public to access information and increases the transparency and accountability of public institutions, because it allows users to share information validly (Sirajul & Pairote, 2013). Of course the presence of information technology in public services has an impact on improving the quality of services carried out by government officials. One of the online messaging applications used in providing population administration services is WhatsApp, because it is one of the most popular chat platforms in Indonesia, (Cahya, 2018).

Regarding the use of information technology for public services, the results of the study show that online communication has a positive and significant effect on the quality of on-line services at the Mojokerto Regency Population and Civil Registration Office. The results of this study can be seen in the t test in the first line with a significance value of $0.000 < 0.05$ and is positive. This means that the better the implementation of online communication, the better the quality of public services will be. The results of the research strengthen the results of research by Henny et al. (2018); Harsoyo & Suparno (2021) and Moteki (2022) that communication has a significant influence on the quality of public services. Thus, on-line communication channels need to be optimized so that public services can be of higher quality.

The results of this study also show that the quality of on-line services has a significant effect on the satisfaction of service users at the Mojokerto Regency Population and Civil Registration Office. This can be seen in the t test with a significance value of $0.000 < 0.05$ and is positive. This means that if the quality of online services is provided optimally, the satisfaction level of the user community will increase. The results of this study are in accordance with the opinion of Payne (2000) that there is a close relationship between service quality and customer satisfaction, namely quality provides an incentive for customers to establish relationships with service providers. Furthermore, Kotler (2016) also argued that service quality is closely related to customer satisfaction and company profitability. The more optimal the quality of service provided by the company, the higher the level of customer satisfaction. In addition, the results of this study support the results of research by Henny et al., (2018). that the excellent service provided by agencies can have a positive and significant influence on the satisfaction of users of public services.

Furthermore, the results of the study also show that online communication has a direct or indirect effect on community satisfaction with services at the Mojokerto Regency Population and Civil Registration Office. The direct effect can be seen in the significance value of the t test of $0.000 < 0.05$ and is positive. This means that the intensive on-line communication carried out by the Population Service to the public regarding the procedures for managing population administration has received a positive response. Because online communication has the characteristics of equality, speed and accuracy in providing information so as to provide equal opportunity to individuals to obtain valid service information. The research results support the results of Henny et al., (2018). that the communication strategy has a significant influence on the satisfaction of users of public services.

Meanwhile, in the context of online communication linkages affecting community satisfaction through the quality of online services, it can be seen from the additional influence of 0.208, where the effect of communication on community satisfaction, which was originally worth 0.432 mediated by online services, became 0.640. This has the meaning that customer satisfaction is formed from service quality accompanied by the intensity of persuading customers for the benefits of the services provided by the organization. As said by Lupiyodi (2006) that in determining the level of public satisfaction, organizations should pay attention to service quality; emotional; prices and costs. Various studies have proven that the quality of service and communication has a significant positive effect on the satisfaction of the public who use public services (Wuryanti et al., 2018). Furthermore, it was explained that service quality is the variable mediating the relationship between communication and user satisfaction of public

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services (Harsoyo & Suparno, 2021; Moteki, 2022). Thus, when people's satisfaction with public services is increased, it can be done by placing the quality of online services as a determinant variable as well as a mediating variable.

V. CONCLUSION

Public satisfaction in public services is a variable to measure the effectiveness of good government governance. The increase in community satisfaction was caused by various variables including on-line communication and on-line services. As a determinant variable, it is proven that on-line communication and on-line services have a positive and significant effect on the satisfaction of the public who use public services. When the intensity of online communication is increased accompanied by an increase in the quality of online services, the satisfaction of the people who use public services also increases.

The existence of online service quality as a mediating variable for the effect of on-line communication on public satisfaction with public services is proven to be positive and significant. Thus, if the management at the Mojokerto Regency Population and Civil Registry Service seeks to increase public satisfaction with public service users, this can be done through the optimal implementation of on-line communication accompanied by an increase in the quality of online services.

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