THE EFFECT QUALITY TANGERANG LIVE TO PUBLIC SATISFACTION IN TAMAN ROYAL 2

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Abstract - This study is intended to determine the Quality Effect of Tangerang Live to Taman Royal Society. Conceptually, Tangerang is one of the cities that would like to apply E-Government through Tangerang Live application. Tangerang Live takes the concept of Smart City where the application has many services to make it easier to serve society of Taman Royal Tangerang and get feedback directly. In service, certain quality is a benchmark regarding whether the government conceptualizes as a smart city can be realized. The purpose is facilitating the society of Taman Royal Tangerang to get information directly, as well as being criticism and suggestions for Tangerang Government in services. The method used quantitative which was taken randomly. For quality, it is assumed that the independent variable (x) and satisfaction as the dependent variable (y). The research sample was 80 respondents and the population using the Slovin formula. The results of this study indicates that there is quality effect of Tangerang live to Public Satisfaction. Evidenced by the tcount for the variable (X) of $8.761$, while the table for $n = 80$ is $1.990$. So $8.761 > 1.990$, it can be concluded that partially the variable (X) has a positive effect on the variable (Y).

Keywords: E-Government, Smart City, Service Quality, Consumer Satisfaction

INTRODUCTION

The city of Tangerang is located in Banten Province. Which is one of big city. The population of Tangerang is increasing every time. The Population of Society is growing fast and also infrastructure. According to the statistical center the total population of the city of Tangerang in $2017 = 2,139,891$. This rapid growth is supported by good development. It is conducted by the Tangerang city government. facilities and infrastructure need to get top priority of housing development. Infrastructure is needed to support this by the government. And the impact of growth and development is traffic jams, pollution on the environment, limited lands and etc. Towards a modern society must be accompanied by modern facilities and technology, so the concept of e-government launched by the government needs to be applied.

Using computers or information technology only in government processes does not mean that the concept of e-government has been applied, because it might not change the performance of the government. Technology is only an instrument for creating a transformation. the role of the government from being bureaucratic to a process oriented institution to serve its customer, which in this case is the community and other stakeholders.

A country decides to implement e-government because it believes that by involving
information technology the framework of government management will provide a number of benefits, such as:

a. Improve the quality of government services to the society.

b. Improve the process of transparency and accountability among government administrators.

c. Reducing transaction costs, communication and interactions that occur in the government process.

d. Creating a higher quality information-based society.

**Formulation of the problem**

a. How is the service in the Tangerang Live application in Tangerang City?

b. How to create quality services in the city of Tangerang?

**Problems Limitation**

How is the effect quality of Tangerang Live's to public satisfaction in Taman Royal 2?.

**Research Objectives**

To find out the quality of Tangerang Live's services to the community in Taman Royal Kota Tangerang.

**Research Advantage**

- To maintain and improve the quality of Tangerang Live services
- As further study material

**RESEARCH METHOD**

**Research Design**

This research uses a quantitative approach. Quantitative Research Methods, proposed by Sugiyono (2009: 14) can be interpreted as a research method based on positivistic philosophy, their use to examine specific populations or samples, random sampling techniques, data collection using research instruments, quantitative data analysis / statistics with the aim to test the hypothesis that has been set.

Quantitative research is a research that is not concerned with a lot of data, it is important to record as much as possible from a large population. Quantitative research approach is research that is identical to deductive research that is departing from general issues (theory) to specific matters so that this research must have a theoretical basis (Masyhuri, 2008: 13). In this study, the type of research used is quantitative descriptive.
Based on the problems and objectives of the study, this study uses quantitative research with the aim of research that explains the causal relationships of variables through hypothesis testing.

In this case it explains whether there is an influence on the quality of Tangerang Live services to the community in Taman Royal. Research carried out, examined in more detail because in addition to taking data from respondents also to test hypotheses. The research design in this study is described as follows:

![Figure 3.1](image)

For the population using the Slovin formula (in Ridwan, 2005: 65) as follows:

\[
n = \frac{N}{N} \left( \frac{d}{N} \right) + 1
\]

\[
= \frac{100}{100} \left( \frac{0.05}{100} \right) + 1
\]

\[
= 100/0.25 + 1 = 80
\]

Then the sample used is 80

**Research Data Sources**

The data used in this study is divided into two types, namely primary data and secondary data.

**Primary Data Sources**

Primary data is data obtained from the first source, both from individuals or individuals such as interviews or the results of questionnaires that are usually done by researchers (Umar, 2003: 42). In this study included in the primary data is data obtained directly using a questionnaire.

**Secondary Data Sources**

According to Umar (2003: 42), secondary data is primary data that has been further processed and presented either by primary data collectors or other parties. Secondary data used in this study are internal and external data, obtained from literature books relating to the issues that
will be discussed in this study. Such as: lecture material, library research, field research and etc.

**Research Instruments**

According to Sugiyono (2010), the questionnaire is a data collection technique that is done by giving questions or written statements to respondents. The author uses data collection techniques in the form of questions or written statements with answer choices already available for respondents to obtain primary data.

Then the scale used to measure quantitative data is done with Likert scale which has five alternative answers. Positive questions if the answer is positive

- Strongly agree = Skor 5
- Agree = Skor 4
- Quite agree = Skor 3
- Disagree = Skor 2
- Strongly Disagree = Skor 1

In this section, using quantitative research methods which are based on the assumption that a phenomenon can be classified and the causal relationship is causal (cause and effect), then the researcher can conduct research by focusing on only a few variables.

**Calculation Results and Data Analysis**

**Validity test of Effect Quality**

<table>
<thead>
<tr>
<th>Statement</th>
<th>rcount</th>
<th>rtable n = 80</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.520</td>
<td>0.220</td>
<td>valid</td>
</tr>
</tbody>
</table>
With n = 80 and a significance level of 5%, the rtable value for n = 80 is obtained by 0.220. r count can be seen in the test table for the validity of the quality effect variable (X), if a positive r count value is obtained and is greater than rtable (0.220) then all variables (X) can be declared valid.

**Validity test of Public Satisfaction**

<table>
<thead>
<tr>
<th>Statement</th>
<th>rcount</th>
<th>rtable n = 80</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.499</td>
<td>0.220</td>
<td>valid</td>
</tr>
<tr>
<td>2</td>
<td>0.656</td>
<td>0.220</td>
<td>valid</td>
</tr>
<tr>
<td>3</td>
<td>0.695</td>
<td>0.220</td>
<td>valid</td>
</tr>
<tr>
<td>4</td>
<td>0.516</td>
<td>0.220</td>
<td>valid</td>
</tr>
<tr>
<td>5</td>
<td>0.433</td>
<td>0.220</td>
<td>valid</td>
</tr>
<tr>
<td>6</td>
<td>0.493</td>
<td>0.220</td>
<td>valid</td>
</tr>
<tr>
<td>7</td>
<td>0.565</td>
<td>0.220</td>
<td>valid</td>
</tr>
<tr>
<td>8</td>
<td>0.458</td>
<td>0.220</td>
<td>valid</td>
</tr>
<tr>
<td>9</td>
<td>0.718</td>
<td>0.220</td>
<td>valid</td>
</tr>
<tr>
<td>10</td>
<td>0.712</td>
<td>0.220</td>
<td>valid</td>
</tr>
<tr>
<td>11</td>
<td>0.699</td>
<td>0.220</td>
<td>valid</td>
</tr>
<tr>
<td>12</td>
<td>0.726</td>
<td>0.220</td>
<td>valid</td>
</tr>
</tbody>
</table>
With \( n = 80 \) and a significance level of 5%, the \( r_{table} \) value for \( n = 80 \) is obtained by 0.220. So the \( r \) count can be seen in the test table of the validity of public satisfaction variables \((Y)\), where if a positive \( r \) count value is obtained and is greater than \( r_{table} \) (0.220) then all variables \((Y)\) variables can be declared valid.

**REALIBILITY STATISTICS**

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.788</td>
<td>12</td>
</tr>
</tbody>
</table>

The reliability test results of effect quality variable \((X)\) with a \( r_{table} \) value of 0.220, and the result of the Cronbach’s Alpha value of 0.788, it can be concluded that the \( r_{alpha} \) is positive and greater or \( 0.788 > 0.220 \) so the research instrument on the effect quality variable \((X)\) is Reliable.

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.831</td>
<td>12</td>
</tr>
</tbody>
</table>

The reliability test results of employee promotions \((Y)\) with a \( r_{table} \) value of 0.220, and the results of the Cronbach’s Alpha value of 0.831, it can be concluded that the \( r_{alpha} \) is positive and greater or \( 0.831 > 0.220 \) then the research instrument regarding the public satisfaction variable \((Y)\) is Reliable.

### Simple Regression Analysis

**Variables Entered/Removed**

<table>
<thead>
<tr>
<th>Model</th>
<th>Variables Entered</th>
<th>Variables Removed</th>
<th>Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Effect Quality(^b)</td>
<td>.</td>
<td>Enter</td>
</tr>
</tbody>
</table>

\(^a\) Dependent Variable: Public Satisfaction  
\(^b\) All requested variables entered.

Effect Quality Variable Independent and Public Satisfaction is the dependent variable and the method used is the enter method.
The table above explains the magnitude of the correlation or relationship value (R) of 0.794 from the output obtained coefficient of determination (Rsquare) of 0.496 which implies that the effect of the independent variable (effect quality) on the dependent variable (public satisfaction) of 49.6 percent.

fcount = 76.748 and the level of significance of 0.000 <0.05 then the regression model can be used to predict public satisfaction variables in other words there is the effect of variable effect quality (X) on the variable public satisfaction.

Based on the significance value from the coefficients table, it obtained a significance value of 0.000 <0.05, so it can be concluded that the effect quality variable (X) influences the public satisfaction variable (Y). based on t value, it is known that tcount is 8.761> ttable 1.990. so it can be concluded that the effect quality variable (X) influences public satisfaction (Y).

DISCUSSION
E - GOVERNMENT

The word of e-Government can be interpreted in a variety ways, basically e-government can display the form and scope. Therefore it is imperative to clearly define the vision of e-government development. e-government is actually an attempt to create an atmosphere of governance in accordance with shared goals from a number of interested communities. Therefore the vision that was announced have to reflect shared vision with stakeholders for example:

a. Improve productivity and operational performance of the government in serving the community.
b. Promotes accountable governance and transparency.
c. Improve the quality of community life through the performance of public services.
d. Guarantee the implementation of a democratic state and etc.

Because the vision originates from, by, and for the society where e-government is implemented, then it will be dependent on the situation and conditions of the local community.

SMART CITY

Smart city is a city area that has integrated information and communication technology in governance. The purpose is to increase efficiency, improving public services, and improving the welfare of society. Technology integration exists in city governance because of the existence of the internet, a network of electronic devices that are interconnected and capable of sending data or following up with minimal human intervention. The implementation of smart city in Indonesia encounters various obstacles, starting from inadequate supporting infrastructure, unpreparedness for local government, and the society itself that have not been able to utilize digital technology.

The implementation of Smart City conducted by the Tangerang City Government is directed. Smart city in Tangerang City is divided into three stages, starting from Smart City 1, Smart City 2.0 and that has been implemented in 2018 is Smart City 3.0. The Development of government management applications at Tangerang City Diskominfo, Adi Zulkifli said, Smart City Smart City 1.0 is an integration of every service application that has been built. Then Smart City 2.0 is focused on improving public services and Smart City 3.0 utilizes geospatial technology so that public services can be right on target. At present the stage has begun with the satellite photo activities of the City of Tangerang using drones so they know the current conditions in the area. Satellite
imagery photos form the basis of information for planning and evaluation of development so that their needs are effective and well-targeted.

It is known that currently Tangerang City has 174 applications that are utilized for government and community services. The community is even more facilitated in the service with one handheld cellphone through the Tangerang LIVE portal.

![Daftar Layanan](image)

**SERVICE QUALITY**

The definition of service quality is centered on efforts to meet the needs and desires of consumers. Parasuraman and Pujawan (1997) cited in Hanif Mauludin (2004) found that "quality of service as a result of the perception of the comparison between customer expectations and actual service performance" in other words there are two main factors that affect service quality, namely expected service expected) and perceived service (service received).

According to Kotler (2002) the definition of service is the activity of a party offering action to another party, which is not tangible. Service is the behavior of producers to fulfill the needs and desires of consumers to create satisfaction in service. According to Kotler the behavior occurs before and after the transaction. Good service can result repeated purchases because customer satisfaction has been created.

The word quality contains many definitions and meanings, such as:

a. Quality includes efforts to satisfy or exceed customer expectations.
b. Quality includes products, services, people, processes and the environment.

c. Quality is a condition that is always changing.

**CONSUMER SATISFACTION**

According to Kotler and Armstrong (2001) that consumer satisfaction is the level of feeling the customer after comparing performance (or results). A product that is felt with the expectation of the buyer being satisfied is a function of the difference between perceived performance and expectations. Rangkuti (2003) suggests that consumer satisfaction is the consumer's response to the performance before and after the work produced.

The Definition The word satisfaction comes from the Latin "satis" which means good enough, adequate and facio which means to do or make. Person's emotional response to what he is facing can assume as satisfaction. Emotion means showing feelings of like or dislike for a thing. Satisfaction is a basic need that can be described as a pleasant thing. (Sugiarto, 1999). Wilkie (1994) states that there are five elements of customer satisfaction, in example: *expectations, performance, comparison, confirmation* atau *disconfirmation*, dan *discrepancy*.

- **Expectations**
  
  Consumer expectations of an item or service have been formed before the consumer buys the item or service. At the time of the purchase process, consumers expect that the goods or services they receive in accordance with their hopes, desires, and beliefs. Consumer perceptions and expectations are consumer expectations (Gasperz, 2002). Gasperz (2002) says that the factors that influence consumers' perceptions and expectations are as follows:

  a. Needs and desires related to things that are felt by consumers when trying to make transactions with product manufacturers (companies).
  
  b. Past experience when consuming products from the company and its competitors.
  
  c. The experience of friends.
  
  d. Communication through advertising and marketing Where excessive campaigning and actually not being able to meet customer expectations will have a negative impact on consumer

- **Perception Performance**

  Performance is the consumer's experience of the actual performance of goods or services when used without being influenced by their expectations. During the consumption of a
product or service, consumers realize the usefulness of the actual product and accept the performance of the product as an important dimension for

- Consumers Comparison
  After consuming goods or services, consumers will compare expectations of the performance of goods or services before buying with the actual performance of the goods or services.

- Confirmation or disconfirmation
  Confirmation occurs when expectations match the actual performance of the product. Disconfirmation occurs when expectations are higher or lower than the actual performance of the product. Consumers will feel satisfied when there is confirmation and disconfirmation i.e. when expectations exceed the actual performance of goods or services.

- Discrepancy
  Discrepancy indicates how the difference between performance levels and expectations. Negative disconfirmations that is when actual performance is below the level of expectation, a wider gap will result in a high level of dissatisfaction. Conversely positive disconfirmations is when the actual performance is above the level of expectation. When consumers are satisfied, then consumers will use the same goods or services, and when consumers feel dissatisfied, consumers will demand improvements or complaints against the company.

CONCLUSION

Accordance with the formulation of the problem, this study aims to examine the effect of the quality of Tangerang live to public satisfaction from this study can be concluded:

The quality variable can be categorized good enough but the quality must be further increased. Evidently with great effect of effect quality (X) on public satisfaction. Evidenced by the tcount for the variable X (effect quality) of 8,761, while the t-value for n = 80 was 8,761. So 8,761> table 1,990, it can be concluded that partially the effect quality variable does have a positive influence on public satisfaction. Probability value (significance) = 0,000. So the probability is 0,000 below 0.05. Thus, H0 is rejected and Ha is accepted, it can be concluded that there is a positive and significant effect between variable X and Y, because the probability value is smaller than 0.05.

Suggestions

It is necessary to disseminate the application of tangerang live evenly to the public,
especially in tangerang. it is necessary to improve the quality of service responses to the community with the result that better communication is created.

**DAFTAR PUSTAKA**


Parasuraman, et al. 1998. *Service quality : A multiple item scale for measuring consumer perception of service quality*


https://tangerangkota.go.id/pemkot-tangerang-luncurkan-aplikasi-tangerang-live