

THE INFLUENCE OF SERVICE QUALITY DIMENSIONS ON PUBLIC SATISFACTION AND POLICE IMAGE SOUTH BARITO DISTRICT

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Abstract

The image of the police is an indication of public trust in companies or institutions, and the satisfaction by the community is affected by several factors, including service quality consisting of physical evidence (tangible) response (responsiveness), reliability, empathy, and assurance. Some of these factors greatly change Community Satisfaction and Police Imagery variables. The objective of this study is to analyze and validate the influence of service quality which consists of physical evidence, responses, reliability, empathy, and guarantees to public satisfaction and the image of the police. To complete the objectives of the study, the researchers used technical path analysis and assisted using the SPSS 25 application. Including the respondents as a sample of 100 people with primary data collected through questionnaires with a measurement scale of variables the Likert scale. Furthermore, the results of this study confirm that the physical evidence variable has a clear effect on community satisfaction of 0.286% and the image of the police force of 0.129%. The responsiveness of reliable answers has a direct effect of - 0.076% and the image of the police force of 0.000%. The reliability variable directly influences the community satisfaction by 0.258% and towards police image by 0.305% empathy variable precisely influences community satisfaction by 0.115% to police image by 0.000%. The assurance variable has a straight effect on community satisfaction by 0.455% and the image of the police force by 0.209%. Moreover, community satisfaction affects the image of the police force 0.389%.

Keywords: Service Quality, Community Satisfaction, And Police Image.

1. Introduction

When This Lots society in general feel that quality services provided apparatus police the more experience decline (Subroto & Yamit, 2004). As a result from decline quality service This impact on dissatisfaction public to apparatus the police who finally cause image negative from apparatus police (Setyaningsih, 2009). As expressed by Albrecht & Bradfrod (2010) in Winarsih & Ratminto (2012) defines moment criticism service as contact that occurred between consumer with every aspect organization that will to form opinion consumer about quality services provided by the organization the.

The dissatisfaction felt by the community and the loss of trust public to apparatus police. Because the apparatus the police that should be play a role as apparatus enforcer law, protector society, protector and servant public in frame guard order and security public precisely often act arbitrary to society and do action beyond reason and expectations Society (Hidayati, 2014). Police Image will more Good Again when apparatus Police No Want to accept informal giving (extortion) so that public will honor apparatus police as officers who serve and protect society. It is expected in matter This apparatus police can eradicate scalping For SIM, STNK, SKCK and other driving license administration Vehicle Registration Certificate.

A number of complaint from public about request to services and making of SIM and SKCK above which are increasingly increase in each the year, making Police Station South Barito Regency continues make an effort do steps new in the field service.. The following is presented amount SIM and SKCK applicants for two years Lastly, the South Barito Police attempted do steps new in the field service The amount applicant or user service service making SIM and SKCK at the Police Station South Barito Regency. The community will demand more service Good from institution the.

So the thing that must be remember that service to the community is demands that are not Can

ignored, society is part most important from existence and continuity a organization. Quality service often used For see How performance public service (Tinggogoy) et al., 2020). Quality service reflect quality from agency in operate duties and functions. Through service public implemented For society, then figure agency will Lots assessed by the community. Quality good service will to portray agency good government in the eyes its people. Service less common Good No will create a satisfaction with society (Ariany & Putera, 2013).

From here can concluded and made reject measuring in realize satisfaction in society to services provided, agencies and also government must be capable For give service as good as Possible with evaluate aspects quality existing services. Existence Police Station South Barito Regency is very needed public For in making SIM and SKCK, use realize quality good service, so that what is it wishes and hopes user service will can achieved. With existence description background behind above, then researcher feel need For do study with title " Influence Dimensions Quality Service to Community Satisfaction and the impact to the Institutional Image "

Based on Background so objective in study This delivered as follows :

1. For analyze and prove influence direct dimension quality services (tangible) to satisfaction public ?
2. For analyze and prove influence direct dimensions quality (reliable) service to satisfaction public ?
3. For analyze and prove influence direct dimensions quality service (responsive) to satisfaction public ?
4. For analyze and prove influence direct dimensions quality service (assurance) for satisfaction public ?
5. For analyze and prove influence direct dimensions quality service (Emphthy) to satisfaction public ?
6. For analyze and prove influence direct dimensions quality service (tangible to image police ?
7. For analyze and prove influence direct dimensions quality (reliable) service to image police?
8. For analyze and prove influence direct dimensions quality service (responsive to image police ?
9. For analyze and prove influence direct dimensions quality service (assurance) for image police ?
10. For analyze and prove influence direct dimensions quality service (Emphthy) to image police?
11. For analyze and prove influence direct satisfaction public to image police?k

Literature Review

Quality service

In his study Parasuraman concluded There are 5 (five) dimensions of SERVQUAL (dimensions) quality service):

1. Tangibles, or proof physique that is ability a institution in show its existence to party external. Appearance and capabilities facilities and infrastructure Physical Institution and Condition environment surrounding area is proof real from services provided by the provider services. Which includes facility physical (buildings, etc.), equipment and tools used (technology), and appearance his employees.
2. Reliability, or reliability that is ability organization For give service as promised in a way accurate and reliable. Performance must be in accordance with hope meaningful society accuracy time, same service For all customer without mistakes, sympathetic attitude, and with high accuracy.
3. Responsiveness, or responsiveness that is a ability For help and give fast (responsive) and precise service to customers, with delivery clear information. Let consumer wait without existence a clear reason cause perception negative in quality service.
4. Assurance, or guarantee and certainty that is knowledge, politeness and abilities of employees company For grow customer trust to company. Consisting of from a number of component among others, communication (communication), credibility, security, competence, and politeness courtesy.

5. Empathy, namely give sincere and individual attention or personal given to customers with make an effort understand desire consumers. Where a company expected own understanding and knowledge about customer, understand need customer in a way specific, and own time comfortable operation for customers. (Parasuraman, 1990)

Satisfaction Consumers / Society

According to Tjiptono (2012), Satisfaction consumer is the situation indicated by the consumer when they realize that his needs and wants in accordance as expected as well as fulfilled in a way good. Elements that can used For measure or evaluate satisfaction user service to product or service from company or organization in motion in the field service certain can known from behavior user service.

Institutional Image

Image is a set beliefs, ideas and impressions held by a person to a object. People's attitudes and actions towards a objects are largely determined by the image object In the framework of comprehensive can viewed that *image* formed through various the perception that exists in mind somebody to a objects and ultimately greatly influences analysis to a objects and ultimately greatly influences analysis and a action (decision) purchase.

2. Method

Study This use design descriptive quantitative with objective explain connection between variable based on level explanation. According to Sugiyono, research explanation aiming For explain connection causal between variable independent, variable between, and variables dependent. Variable independent (X) in study This is dimensions quality services consisting of from tangible (factors) physical), reliability, responsiveness (responsiveness) responsiveness), assurance, and empathy. Variables between (Z) is satisfaction society, which acts as a mediator between quality services and variables dependent. While that, variable dependent (Y) is image institution or organization. Research This involving population as many as 100 respondents, with sample taken use accidental sampling technique, so that amount sample The same with population. Primary data was obtained through questionnaire to community that takes care of administration with police, while secondary data collected from sources such as the internet, BPS reports, results study previous, and journals related.

Data analysis in study This done through a number of stages. First, a data instrument test was conducted which included validity and reliability tests. For confirm the data collected quality. Furthermore, data prerequisite tests are carried out such as normality tests, heteroscedasticity, and multicollinearity. For ensure that the data meets assumptions classic in analysis regression. Analysis regression multiple used For measure influence variable independent to variable dependent with consider role variable between. Hypothesis testing done through the F test for see influence simultaneous, T test for measure influence partial, and coefficients determination (R^2) for evaluate contribution variable independent to variable dependent. This method expected give understanding comprehensive about connection quality service, satisfaction society, and image institutions, as well as give recommendation strategic for repair quality services in institutions related.

3. Result And Discussion

Instrument Test Study

Test Validity

Testing validity done with use formula total product correlation then r count obtained from output result, value the furthermore compared to with r table value from book statistics.

Testing validity more can seen in Table 1 below This :

No	Indicator	Question	r- count	r- tab	Information
1	Responsive	Q1	.949	0.196	Valid
		Q2	.919	0.196	Valid
		Q3	.940	0.196	Valid
		Q4	.831	0.196	Valid
		Q5	.871	0.196	Valid

No	Indicator	Question	r- count	r- tab	Information
2	Assurance	Q6	.886	0.196	Valid
		Q7	.820	0.196	Valid
		Q8	.781	0.196	Valid
3	Reliability	Q9	.859	0.196	Valid
		Q10	.908	0.196	Valid
		Q11	.870	0.196	Valid
		Q12	.731	0.196	Valid
4	Empathy	Q13	.906	0.196	Valid
		Q14	.883	0.196	Valid
		Q15	.774	0.196	Valid
		Q16	.827	0.196	Valid
5	Community Satisfaction	Q13	.925	0.196	Valid
		Q14	.917	0.196	Valid
		Q15	.952	0.196	Valid
		Q16	.951	0.196	Valid
6	Tangible	Q13	.917	0.196	Valid
		Q14	.952	0.196	Valid
		Q15	.951	0.196	Valid
		Q16	.906	0.196	Valid
7	Police Image	Q13	.820	0.196	Valid
		Q14	.783	0.196	Valid
		Q15	.776	0.196	Valid
		Q16	.818	0.196	Valid

Test Reliability

Testing reliability in study This is with use Cronbach Alpha formula. A variable it is said reliable If show Cronbach Alpha value > 0.60.

Result of testing reliability every variables summarized in the table following This :

Table.2 Results of Item-Total Statistics Reliability Test

No	Statement Variables	Cronbach's Alpha	Critical Value	Status
1	Tangible	0.931	0.60	Reliable
2	Responsive	0.854	0.60	Reliable
3	Assurance	0.859	0.60	Reliable
4	Reliability	0.863	0.60	Reliable
5	Tangible	0.866	0.60	Reliable
6	Community Satisfaction	0.961	0.60	Reliable
7	Police Image	0.815	0.60	Reliable

Source : Primary data that has been processed

results of the reliability test in table 5.4.1.2 show that all variable have sufficient Alpha coefficient big that is above 0.6 so that can it is said all draft measure of each variable from questionnaire is reliable which means that questionnaire used in study This in accordance with condition.

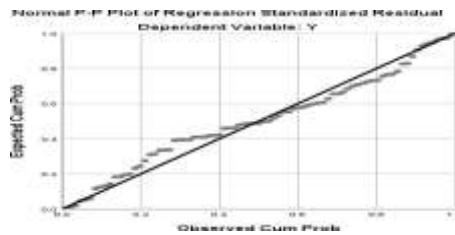
Assumption Test Classic

Assumption test classic done in study This is with Multicollinearity Test, Heteroscedasticity Test, Normality Test, and Autocorrelation Test with explanation of each as follows :

Normality

One of method For see residual normality is with see chart *normal probability plot* that compares distribution cumulative from normal distribution, if the data is spread around the diagonal line and follows the direction of the diagonal line, then assumption normality fulfilled.

Source : SPSS Appendix



Graph Image Plot of Normality Test Results

The normal plot graph image shows that The data pattern is spread around the diagonal line and follows the direction of the diagonal line, so that can it is said that equality regression meets the normality test, Ghozali (2009:112) stated that the normality test with chart can misleading If No done in a way heart - heart, in a way visual seen normal However in a way statistics no, or on the contrary visually not normal even though in a way normal statistics,

Test Multicollinearity

Multicollinearity test aiming For test what is the regression model found existence correlation between variable independent. A good regression model should No happen correlation between variable independent. Identification in a way statistics about There is or whether or not symptom *multicollinearity* in regression can seen from mark *tolerance* and *variance inflation factor (VIF)*. If mark *tolerance* < 0.10 and value *VIF* > 10, then the regression model used experience symptom *multicollinearity*.

Test Table Multicollinearity

Variables	Collinearity Statistics	
	Tolerance	VIF
Tangible i (X1)	.943	1.061
Responsive (X2)	.290	3.448
Reliability X3)	.198	5.062
Empathy (X4)	.243	4.109
Assurance (X5)	.186	9.608
Community Satisfaction	.139	7.198

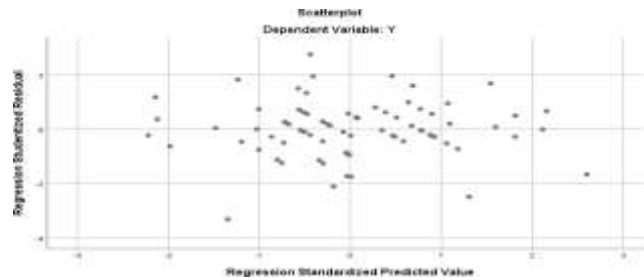
Source : SPSS Appendix

Table 3 shows that the magnitude tolerance value for each variable is more big from 0.1 and the VIF value for each variable more small out of 10, then can concluded No there is symptom multicollinearity between variable free from the regression model equation used.

Heteroscedasticity

Testing *heteroscedasticity* aiming For test whether in the model occurs similarity *variance of residual* one observation to another observation, one of method For detect There is or whether or not *heteroscedasticity* is :

- If There is pattern certain, like point (*point-point*) Which There is to form a pattern certain regular (wavy, wide) Then narrow), then has happen *heteroscedasticity*.
- If not There is clear pattern as well as dot, dot, dot spread above and below the number 0 on the Y axis then No happen *heteroscedasticity*.



Source : Attachment SPSS

Figure 3 Scatterplot

Regression Analysis Multiple

Sub- structural 1

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.180	1,095		-1.078	.284
Tangible	.243	.069	.286	3.511	.001
Responsive	.273	.079	.076	3.454	.001
Assurance	.463	.075	.258	6.201	.000
Reliability	.022	.037	.455	.587	.559
Empathy	.073	.040	.115	1.816	.073

a. Dependent Variable: Police Image

$$Y_1 = 0.286X_1 - 0.076X_2 + 0.258X_3 + 0.455X_4 + 0.115X_5 + e$$

Based on calculation regression Injector multiple between tangible (X1), reliable (X2), responsive (X3), empathy (X4), and assurance (X5) towards satisfaction public with assisted by the SPSS program in process the calculation can obtained results as following :

From the results the research above can concluded as following :

1. Coefficient beta regression variable tangible (X1) is 0.286. This means variable tangible own influence to satisfaction public so that If other variables are considered constant so satisfaction public will increase as large as 0.286.
2. Coefficient beta regression of the Responsive variable (X2) is -.076. This means variable responsive own influence to Community Satisfaction so that If other variables are considered constant so satisfaction public will increase as big as -.076.
3. Coefficient The beta regression of the reliable variable (X3) is 0.258. This means that work reliability variable own change to Community Satisfaction so that If other variables are considered constant so satisfaction public will increase as big as 0.258.
4. Coefficient beta regression variable Insurance (X4) is 0.455. This means Assurance variable has influence to satisfaction public so that If variable other considered constant so satisfaction Work will increase of 0.455.
5. Coefficient beta regression variable Empathy (X5) is 0.115. This means empathy variable has influence regarding satisfaction public so that If other variables are considered constant so pугan public will increase as big as 0.155.

Sub- structural 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.590	.978		.603	.548
Tangible	.157	.065	.129	2.398	.019
Responsive	.364	.075	.000	4.871	.000

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
Assurance	.293	.079	.350	3.704	.000
Reliability	-.071	.033	.209	-2.152	.034
Empathy	.515	.094	.000	5.510	.000
Community Satisfaction	.030	.036	.389	.842	.402

a. Dependent Variable: Police Image

$$Y2 = 0.129 X1 + 0.000 X2 + 0.305 X3 + 0.209 e$$

Based on calculation multiple linear regression between multiple between tangible (X1), reliable (X2), responsive (X3), empathy (X4), and assurance (X5) towards satisfaction society (Y) and image police (Z) with assisted by the SPSS program in the calculation process can obtained results as following :

1. Beta Regression Coefficient of Variable tangible (X1) of 0.129. This means variable tangible own influence to image police so that If variable others are considered constant so image police will increase of 0.129.
2. Coefficient regression variable responsiveness (X2) is 0.000. This means variable responsive own influence to image police so that If other variables are considered constant so image police will increase as big as 0,000.
3. Coefficient beta regression variable reliable (X3) of 0.305. This means responsive variables have influence to image police so that If other variables are considered constant so image police will increase as big as 0.305.
4. Coefficient beta regression of assurance variable (X4) is 0.029. This means variable empathy own influence to image police so that If other variables are considered constant so image police will increase as big as 0.029.
5. Coefficient beta regression variable empathy (X5) of 0.000. This means that the assurance variable has influence to image police so that If other variables are considered constant so image police will increase as big as 0,000.
6. Coefficient beta regression variable satisfaction society (Y) is 0.389. This means variable motivation satisfaction public own influence to image police so that If other variables are considered constant so image police will increase as big as 0.389.

Hypothesis Testing

Testing hypothesis in study This done with using the Path Analysis Method, namely a testing influence direct, influence No direct and total influence. all assisted data analysis using SPSS software version 25 for windows Testing hypothesis done For determine whether the hypothesis that will submitted accepted or rejected. In study This done with F Test, Regression Test and Analysis and coefficients determination

F Test

Sub Structural -1

For know whether variable independent influential significant to variable dependent in a way together can seen from the SPSS output the Anova model is calculated following This :

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.910 ^a	.828	.818	1.47654

a. Predictors: (Constant), Tangible, Responsive, Assurance, Reliability, Empathy, and Satisfaction public.

Substructural 2

For know whether variable independent influential significant to variable dependent in a way together can seen from the SPSS output of the Anova model count following This :

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	941.410	5	188.282	86.362	.000 ^b
	Residual	196.215	90	2.180		
	Total	1137.625	100			

a. Dependent Variable: Community Satisfaction

b. Predictors: (Constant), Tangible, Responsive, Assurance, Reliability, Emphaty.

Hypothesis Test – T

1. Influence Variables Tangible to Satisfaction Public
Based on partial test results (t-test) of influence variable tangible (X1) against satisfaction (Y), with results calculation coefficient regression obtained t count 3.511 with significant $0.073 < \text{Alpha } 0.05$. This is means hypothesis -1 can accepted which states that There is influence tangible variables against satisfaction society
2. Influence Variables Reliability to Satisfaction Public
Based on partial test results (t-test) of influence variable reliability (X3) against satisfaction (Y), with results calculation coefficient regression obtained t count 3.454 with significant $0.000 < \text{Alpha } 0.05$. This is means hypothesis 2 can accepted which states that There is influence reliability to satisfaction.
3. Influence Variables Responsive to Satisfaction Public
Based on partial test results (t-test) of influence variable reliability (X3) against satisfaction (Y), with results calculation coefficient regression obtained t count 6.201 with significant $0.000 < \text{Alpha } 0.05$. This is means hypothesis 3 can accepted which states that There is real ibi I ity influence to satisfaction.
4. Influence Assurance Variable against Satisfaction Public
Based on partial test results (t-test) of the assurance variable (X2) against satisfaction (Y), with results calculation coefficient regression obtained t count with significant $0.001 < \text{Alpha } 0.05$. This is means hypothesis 4 can accepted which states that There is influence assurance variable against renovation satisfaction.
5. Influence Variables Empathy to Satisfaction Public
Based on partial test results (t-test) of influence variable empathy (X4) against satisfaction (Y), with results calculation coefficient regression obtained t count 0.587 with significant $0.559 > \text{Alpha } 0.05$. This is means hypothesis 5 no can accepted which states that There is variable empathy professional satisfaction.
6. Influence Variables Tangible against Citra Police
Based on partial test results (t-test) of influence variable tangible (X5) against satisfaction (Y), with results calculation coefficient regression obtained t count 1.816 with significant $0.073 < \text{Alpha } 0.05$. This is means hypothesis 6 can accepted which states that There is influence tangible variables against satisfaction.
7. Influence Variables Reliability against Citra Police
Based on partial test results (t-test) of influence variable reliability (X3) against satisfaction (Y), with results calculation coefficient regression obtained t count 6.201 with significant $0.000 < \text{Alpha } 0.05$. This is means hypothesis 7 can accepted which states that There is real ibi I ity influence to satisfaction.
8. Influence Variables Responsive against Citra Police
Based on partial test results (t-test) of influence variable reliability (X3) against satisfaction (Y), with results calculation coefficient regression obtained t count 6.201 with significant $0.000 < \text{Alpha } 0.05$. This is means hypothesis 8 can accepted which states that There is real ibi I ity influence to satisfaction.
9. Influence Assurance Variables on Image Police
Based on partial test results (t-test) of the assurance variable (X2) against satisfaction (Y), with results calculation coefficient regression obtained t count with significant $0.001 < \text{Alpha } 0.05$. This is means hypothesis 9 can accepted which states that There is influence assurance

variables on satisfaction innovation.

10. Influence Variables Empathy against Citra Police

Based on partial test results (t-test) of influence variable empathy (X4) against satisfaction (Y), with results calculation coefficient regression obtained t count 0.587 with significant 0.559 > Alpha 0.05. This means hypothesis 10 cannot be accepted which states that There is variable empathy professional satisfaction.

11. Influence satisfaction public against Citra Police

Based on partial test results (t-test) of influence satisfaction society (Y) towards image police (Z), with results calculation coefficient regression obtained t count 0.842 with significant 0.402 < Alpha 0.050. This means hypothesis 11 can be accepted which states that There is influence satisfaction public to image police

Test Coefficient Determination (R²)

Sub structural 1

Furthermore For see the magnitude contribution with independent variables on the dependent variable can be seen from mark R Square As in the following table This ;

Test Table Coefficient Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.910 ^a	.828	.818	1.47654
a. Predictors: (Constant), Tangible, Responsive, Assurance, Reliability, Empathy, and Satisfaction public.				

a. Predictors: (Constant), Tangible, Responsive, Assurance, Reliability, Empathy, and Satisfaction public.

Based on table can be known that mark coefficient determination (R²) of 0.828. This means variable free that is variable tangible (X1), responsive (X2), reliable (X3), assurance (X4), and empathy (X5) are capable explain variable bound that is variable satisfaction (Y) of 82.8% and the remaining 17.2% is explained by variables that are not investigated in study This.

Sub- structural 2

Furthermore For see the magnitude contribution with independent variables on the dependent variable can be seen from mark R Square As in the following table This ;

Table

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.958 ^a	.918	.913	1.30986
A. Predictors: (Constant), Tangible, Responsive, Assurance, Reliability, Empathy, and Police Image.				

A. Predictors: (Constant), Tangible, Responsive, Assurance, Reliability, Empathy, and Police Image.

Based on table 4.12 can be known that mark coefficient determination (R²) of 0.918. This means variable free that is variable tangible (X1), responsive (X2), reliable (X3), assurance (X4), and empathy (X5) are capable explain variable bound that is variable satisfaction (Y) as big as % And the remaining % is explained by variables that are not investigated in study This

4. Conclusion

Based on results calculation and discussion together This delivered results conclusion as follows :

1. Evidence variables physical (tangible) influence positive and significant to satisfaction society. It means that addition mark quality service proof physique and some failure office, table chairs, computer, AC & TV in the room Wait as well as place parking Appearance officer neat, Availability equipment and supplies used in SKCK filling, Arrangement a neat and tidy room it turns out capable make improvement to mark satisfaction society. Signifies services provided from party police during This Already Enough Good,
2. Variable Responsiveness influential positive and negative significant to satisfaction society. It means that addition to mark service in help community, Response responsive to complaint it turns out Not yet capable make addition to mark satisfaction society. This means proven Not yet optimal services provided officer to public.

3. Reliability variables have an effect positive and significant to satisfaction society., Meaning that addition mark quality Reliability (*Reliability*) namely ability officer in give reliable service give service in accordance with what has been promised and fast, consistent as well as conformity service it turns out capable make improvement to mark satisfaction public.
4. Guarantee Variable (*Assurance*) has an effect positive and significant to satisfaction society. It means that addition mark quality Guarantee / Assurance in the form of response Respondent about his interest to knowledge, politeness / friendliness SKCK, SIM and Permit officers hustle in give service to community. Ability officer in mastery procedure service, Ability in finish services, information on services provided can trusted officer can trusted it turns out capable make improvement to mark satisfaction public.
5. Variable Empathy influential positive and significant to satisfaction society. It means that addition mark quality service in the form of empathy, response Respondent about his interest to sincere attention and care given by the officers in give service. Officer care to condition community, Officer full attention to need community, friendliness given by the officer care carried out by officers it turns out capable make improvement to mark satisfaction public.
6. Evidence variables physical (tangible) influence positive and significant against Citra Police It means that addition mark quality proof physical and facilities office in the form of Parking and space Guests are provided with air conditioning and a TV. officer neat, Availability equipment and supplies used in filling out SKCK, and making SIM, Permission hustle Arrangement a neat and tidy room it turns out capable make improvement to Police image value.
7. Variable Responsiveness influential positive significant against Citra Police It means that addition to mark responsive quality Speed and accuracy officer in give service / responsiveness to help community and give service, listening and dealing complaints submitted by the public who are taking care of SKCK, SIM and permits crowd. Officer responsive to need society, sincerity officer service in help community, Response responsive to complaint it turns out capable make improvement Police Image Value.
8. Reliability variables have an effect positive and significant against Citra Police Meaning that addition to mark quality service For give service in accordance with what has been promised and fast, consistent as well as conformity service. Conformity timetable service with What which has promised Officer serve with fast Accuracy service in accordance with what is expected. Reliability that is ability officer give speed and direction it turns out capable make improvement to Police image value.
9. Guarantee Variable (*Assurance*) has an effect positive and significant against Citra Police It means that addition to mark quality Guarantee in the form of response Respondent about his interest to knowledge, politeness / friendliness officer in making SKCK. SIM and permit hustle in give service to community. Ability officer in mastery procedure service, Ability in finish services, information on services provided can trusted mark trust carried out by officers it turns out capable make improvement to Police Image Value.
10. Variable Empathy influential positive and significant against the Police Image It means that addition mark quality service in the form of empathy in the form of response Respondent about his interest to attention special care and concern carried out by officers in give service. Officer care to condition community, Officer full attention to need community, friendliness given by officers it turns out Not yet capable capable make improvement to Police Image Value This It means empathy carried out by officers Still considered not optimal.
11. Community Satisfaction Variables have an influence positive and significant against Citra Police It means that addition mark satisfaction public it turns out capable make addition to Police Image Value The community feels satisfied and served with Good will to form opinion the person who ultimately will to form public opinion and states that services provided by the party police give satisfaction to those who do management letter correspondence and interests to institution police at a time provide responsive and state that image police the more good. In other words, the more satisfied public accept services provided police so the more also improve the image police That in the eyes public.

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