

E-Service Assessment Through Responses From Tangerang Live Application Users on Community Satisfaction in Tangerang City Using SPSS Version 26

Penilaian E-Service Melalui Respon Pengguna Aplikasi Tangerang Live Terhadap Kepuasan Masyarakat Kota Tangerang Menggunakan SPSS Versi 26

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Abstract

Technological developments in the era of digitalization have brought major changes to the needs of the community, especially in Tangerang City, including electronic-based community services (E-Service), which continue to increase. Therefore, the Tangerang City government created an application called Tangerang Live to help the government respond to suggestions and input from the public. In this research, the author applies quantitative research methods by randomly collecting samples from the total population of Tangerang Live application users of 546,111 users in 2021, then carrying out calculations using the Slovin formula to get the number of samples used in this research to be 400 users. Data collection in this research uses the relationship between the E-Service and community satisfaction variables. This research aims to prove the influence that occurs between these two variables. The 28 questionnaire statements were declared valid and reliable because the calculated *r* value and reliability value were greater than the table *r* value. The hypothesis in this research is proven that there is a positive and significant relationship between E-Service and community satisfaction. The conclusion of this research states that the better the quality of E-Service in the Tangerang Live application, the more substantial jurisdiction it will have on the level of satisfaction of the people who use the Tangerang Live application.

Keywords

E-Service; Community Satisfaction; Tangerang Live; Evaluation; SPSS 26.

Abstrak

Perkembangan teknologi di era digitalisasi membawa perubahan besar terhadap kebutuhan masyarakat khususnya di Kota Tangerang, termasuk pelayanan masyarakat berbasis elektronik (E-Service) yang terus meningkat. Oleh karena itu, pemerintah Kota Tangerang membuat aplikasi bernama Tangerang Live untuk membantu pemerintah menanggapi saran dan masukan dari masyarakat. Dalam penelitian ini penulis menerapkan metode penelitian kuantitatif dengan cara mengumpulkan sampel secara acak dari total populasi pengguna aplikasi Tangerang Live sebanyak 546.111 pengguna pada tahun 2021, kemudian melakukan perhitungan menggunakan rumus Slovin sehingga mendapatkan jumlah sampel yang digunakan dalam penelitian ini menjadi 400 pengguna. Pengumpulan data pada penelitian ini menggunakan hubungan antara variabel E-Service dengan variabel kepuasan masyarakat. Penelitian ini bertujuan untuk membuktikan pengaruh yang terjadi antara kedua variabel tersebut. Dari 28 pernyataan kuesioner dinyatakan valid dan reliabel karena nilai *r* hitung dan nilai reliabilitas lebih besar dari nilai *r* tabel. Hipotesis dalam penelitian ini terbukti terdapat hubungan positif dan signifikan antara E-Service terhadap kepuasan masyarakat. Kesimpulan dari penelitian ini menyatakan bahwa semakin baik kualitas E-Service pada aplikasi Tangerang Live maka akan semakin besar yurisdiksinya terhadap tingkat kepuasan masyarakat pengguna aplikasi Tangerang Live.

Kata Kunci

E-Service; Kepuasan Masyarakat; Tangerang Live; Evaluasi; SPSS 26.



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1. Introduction

Information technology has made many advances in human life, especially the increasing use of computers and the internet in helping to facilitate various daily jobs and activities. Now, people are used to news in the digital world that is developing on the internet and are starting to be able to filter information that is suitable for consumption and what is classified as negative information. This fact is based on the results of the measurement of the 2021 Indonesian Digital Literacy Index (ILD) organized by the Ministry of Communication and Information (Kominfo) in collaboration with the Katadata Insight Center (KIC). As a result, the ILD in Indonesia in 2021 reached 3.49 on a scale of 1-5, which exceeded the previous year's 3.46. The measurement includes a face-to-face survey with 10,000 respondents in 514 regencies/cities in Indonesia with the age range of respondents who are internet users 13-70 years old who get the highest score of digital culture, 3.90, then digital ethics as much as 3.53, digital proficiency 3.44, and digital security get 3.10. This measurement ensures that efforts to improve people's digital literacy are more targeted ([Kementerian Komunikasi dan Informatika, 2022](#)).

However, based on the facts of the data, communication researchers have agreed to prevent the impact of the lack of digital literacy, especially on electronic media, which has become commonplace, considering the rapid development of technology that cannot be stopped ([Limilia & Aristi, 2019](#)). The impact of the COVID-19 pandemic that hit the world, especially Indonesia, has made digital transformation also required to be implemented faster, but with a low level of digital literacy, such as each individual's understanding of absorbing digital information such as hoaxes that caused Indonesia to rank 56th out of 63 countries in the International Institute for Management Development (IMD) World Digital Competitiveness Ranking 2020 ([IMD, 2020](#)). Therefore, in an effort to develop in the current digital world, the World Bank presents a digital program called Electronic Government (e-government), which is very relevant to advance the use of information technology managed by government agencies, both in government affairs with the community, state affairs, and relationships between vertical and horizontal agencies ([Lestari et al., 2019](#)).

The hope of the government and the community with the presence of e-government in collaboration with government governance is to increase a good impression in efforts to develop electronic media-based public services ([Supriyanto, 2016](#)). One of the models in e-government is the G2C (Government-To-Citizen) approach, which focuses on service tasks from the government to the community, such as public services based on electronic media or electronic services ([Noviana et al., 2015](#)).

To harmonize the transition from a conventional service system to an electronic-based digital service system, some services in government agencies also use electronic media facilities, often called electronic services, where they handle services to the community provided by the government or service providers ([Subiyantoro, 2020](#)). The Tangerang City Government has compiled various efforts to facilitate the performance of the apparatus in Tangerang City through a valid website contained at www.tangerang.go.id and in 2016, the Tangerang City Government has initiated innovations in the public service sector in electronic media with the creation of an application called Tangerang Live, in digital competition in the public service sector, the Tangerang city government has also created an application-based smart city policy, namely Tangerang Live, so that the growth and development of e-services for public services run better ([Ramadhan et al., 2019](#)).

Tangerang Live is an application that was created because of an idea from a Gojek application that presents online transportation services that are the talk of the town because it makes it easier for people to support mobility in the transportation sector.

This sparks the Tangerang city government to create a similar application to facilitate public service efforts in various aspects, such as population services and civil registration (Rizky et al., 2022).

The presence of the Tangerang Live application is managed by the Tangerang City Diskominfo, which aims to provide educational services such as Moving Schools, Tangerang Belajar, PPDB, and E-Rapor (Merdeka.com, 2021). It is hoped that the Tangerang City government will be able to increase the selling value of each individual based on their expertise because having competent expertise is the main factor in creating good governance (Rizky et al., 2022). This application also has a LAKSA feature (Your Suggestion Box Aspiration Service), which is a forum for virtual discussions between the government and the community. This feature can accommodate aspirations, suggestions, and inputs to the Tangerang City government on performance and suggestions for something that builds the development of Tangerang City (Isbandi et al., 2022).

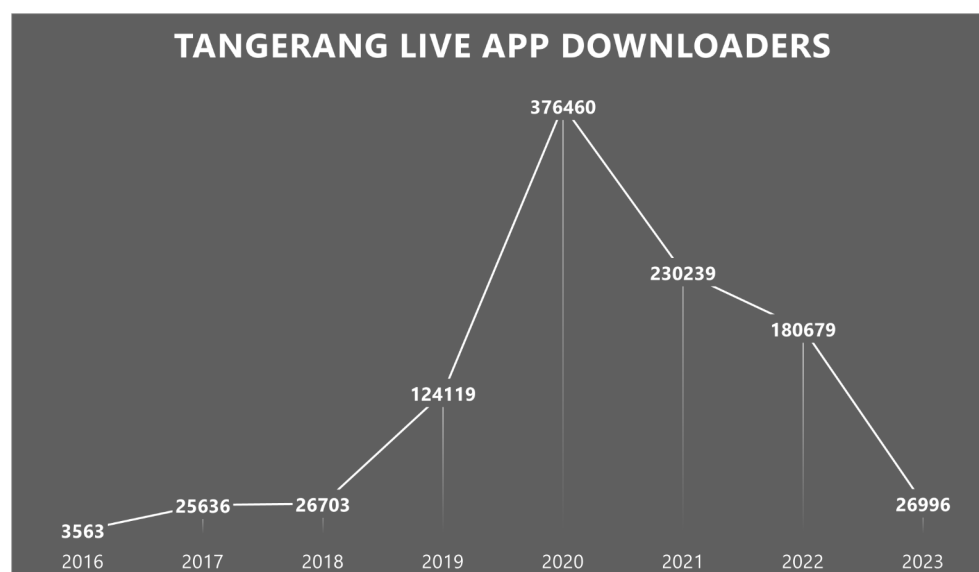


Figure 1. Number of Tangerang Live App Downloaders

Source: Tangerang City Diskominfo

In Figure 1, it is explained that at the beginning of the year of its launch in 2016, the Tangerang Live application had some 3563 downloaders. In its course from year to year, this application experienced relatively rapid development. The peak in 2020, there were as many as 376,460 downloaders, but after its golden age in 2020, this application experienced a significant decrease in the number of downloaders. It was recorded that in 2023, the number of Tangerang Live application downloaders amounted to 26,996 people.

From a series of efforts to implement E-Government in Indonesia, the local government of Tangerang Regency also participates in providing applications that are channeled on the information system through the website of regional apparatus organizations or the Tangerang Gemilang application (Tsoraya et al., 2023). The application contains four core menus: Alert, Complaints, PPID Online, News, and Applications. There are also two types of E-Government applications: Government Administration Applications and Public Service Applications (Syaepudin & Nurlukman, 2022). In the public service application, there are various features of E-Government, including a mobile system-based application or web system, namely SP4N-LAPOR which is an online application service under the control of the Ministry of State Civil Apparatus Empowerment and Bureaucratic Reform (Kemenpan-RB) which functions as a forum for citizens' complaints to services provided by the government in various fields of community services (Rosdiana,

2021). The emergence of several community service applications is tangible evidence that the government implemented the entire system in one government body in Indonesia. It is gathered into one system to be centralized in the national scope and facilitate government affairs (Taqiya et al., 2020).

Several factors cause the implementation of E-Service to be hampered, such as operating systems that are still in the development stage and are not fully functional, so some services experience obstacles that slow down the implementation of E-Service, for example, in the production of birth certificates or death rates that are slow and affect renewable data in a region (Alfrida & Astuti, 2019). In the most frequent cases, it is difficult for the public to access and find jobs online through several sites presented by the Tangerang city government. Therefore, the Tangerang city government is circumventing it by routinely carrying out virtual job fairs every month, which continue to be developed to make it easier for the current millennial generation to find jobs online (Zuliansyah, 2022). Tips in the development of public services aimed at community satisfaction often focus on service facilities and the types of services supported by electronic media. It should not always be the facility in question, but the level of capability of the community and the service provider should be more developed in order to provide quality services (Rukayat, 2017).

In this journal, several previous studies related to the application of E-Service are included to find out the novelty of this research, such as research in Gowa Regency, which aims to find out the efforts made by the government in the process of realizing E-Service to meet the needs of community services in Gowa Regency, which there are 3 (Three) supporting components, namely: Support, Capacity (ability), and Value (value). For the Gowa government, these three things are just some of the realizations and innovations carried out by the Gowa Regency government (Yamin et al., 2021).

It is different from the Surabaya City government, which created the Single Window system, which is a brand of communication technology in the field of community services and is a forum for direct interaction between the government and the community and stakeholders (Rachman, 2022). This was also enthusiastically welcomed by the people of Surabaya, considering that the area is included as a megapolitan city in Indonesia where the presence of the system is able to support the development of the city of Surabaya in the era of digital innovation that is always on the move (Noveriyanto et al., 2018). Another phenomenon also occurs in Bontang City at the tax service office that has not yet implemented E-Service due to the lack of public knowledge and still far from internet knowledge, the indifference of the community to technological developments, the lack of distribution of supporting devices from the government to the public such as computers is also one of the factors that delay the implementation of E-Service in the city of Bontang, in addition to that, the government is also considered slow to respond to complaints and provide ideas to attract the interest of the community (Oktavya, 2015).

Disdukcapil in Padang Panjang City innovated their service system called PADUKO, which is short for online population administration services. Innovations carried out in the form of online population document management services aim to make it easier for the community to manage population documents by cutting bureaucracy and requirements. The basis of this innovation is that currently, mobile phone users use digital services for needs such as shopping. However, currently, population management can be done online by people at home or anywhere because currently, many people are too lazy to take care of it and do not need to improve because of its long and difficult management. Especially since 2017, the number of letters of introduction for the public to submit documents has decreased

significantly, people do not need to come to the branch/village office, and existing cases can be processed according to community documents (Melinda et al., 2020).

Similar to the efforts that various regions are trying to make, the Special Region of Yogyakarta also has tips for the implementation of E-Service, which is the main capital of the government's interaction with the community and the development of information technology, namely with a digital-based service called Jogja Smart Service (Gumilar, 2019). This service aims to facilitate the affairs of the Yogyakarta city government in community services to achieve an integrated and efficient government with data evidence that around 61.9% of the people of Jogja are very enthusiastic about applying it, and 75% of the public is interested in the application (Retnowati & Nugraheny, 2021). A study in Central and Eastern European (CEE) countries such as the Czech Republic, Hungary, and Romania found that the level of digitalization of administrative services for citizens is still relatively low (Brodny & Tutak, 2021). The three countries are at the same level in the development process, although each country's efforts differ. However, with the strategies created by each country, these countries have important factors in future information technology development. This underlies the author that even though developed countries must have obstacles in implementing e-services, with the right strategy, it can be suppressed to have a low potential for failure (Špaček et al., 2020).

The concept of E-Service has been used by many researchers and practitioners at the beginning of the second millennium. In a more fundamental sense, the word service comes from the Latin *servitium*, which means slavery. However, with the change in times, there has been a change in meaning into an action in the process of service, assistance, and also the provision of public needs (Lindgren & Jansson, 2013). E-Service is a renewable application that utilizes information and communication technology (ICT) development in various regions. Although each researcher has a different point of view, everyone agrees that technology has an important role in supporting the development of community services (Buchari, 2016). The definition of E-Service, explained by experts, is an effort to realize services through electronic media or networks such as the internet (Muallidin, 2015).

E-Service is present as a product that has become a hot topic in discussions among internet users and mass media and is increasingly popular after being linked to renewable procedures that make it easier for users to express their aspirations to support the implementation of district/city autonomy policies in Indonesia (Alita et al., 2019). However, the analysis results of the government's information system have not functioned optimally at the local and central government levels. This is urgently needed to measure the extent of the maturity of the e-service from time to time and determine the success of the implementation of the e-service (Taqiya et al., 2020). As a reference to measure the level of maturity in the implementation of E-Service, the Gartner method is used, which is one of the models used to measure the level of maturity of E-Service. In this model there are four critical phases of the evolution of E-Service, namely: web presence, interaction, transactions, and transformation (Akbar et al., 2021).

Rogers and Shoemaker initiated that e-service is an effort to develop information technology that regulates the process of change into a telecommunication system through social media in a certain period of time based on efficiency, trust, realism, and support to the community (Nugroho, 2016). Along with the development of technology in the era of the industrial revolution 4.0, the internet network is better presented and makes it easier for an individual or group to exchange information without being hindered by distance and time (Firdaus et al., 2021). Then, with the presence of the COVID-19 outbreak, the role of the government is required to maximize its function in terms of the development of e-services in the service sector.

Therefore, the government is trying to change the type of service from conventional to a system that can be accessed through media or electronic devices (Ismawati & Prasetyo, 2021).

Kotler described public service as an activity presented by several managers to provide services to some other parties who are intangible and do not create power from a group. These public services are a series of government activities to the community in massive numbers so that the impact of these services is free from the power of groups and individuals who want to monopolize them (Mubarak & Suparman, 2019). In contrast, Hardiyansyah stated that public service is an action that takes care of the needs of other people, citizens, and organizational groups that are interested in the organization, in accordance with the concept applied to satisfy service recipients (Suryantoro & Kusdyana, 2020). Meanwhile, in this case, Hayat (2017) explains that public service is a worker who can be considered as the effort of a group of people (organizations) or institutions to facilitate the achievement of the goals set in public service (Hafid Risalbi et al., 2021).

Public services can be categorized into Administrative Services that issue all kinds of official documents needed by the community; Goods Services that produce various types/types of products used by the community; Services are services that offer a variety of services that meet the needs of the population; and Regulatory Services, which are public order regulating aspects of public life, law enforcement, and services provided by law (Asrida, 2017).

All conventional public services and services through electronic media must be based on the Decree of the Minister of Public Service No. 63 of 2003 concerning general guidelines for the implementation of public services, which include several things such as service procedures, which are standard procedures for service providers and holders; Settlement time, which means the duration of the arbitration commences from the filing of the application to the completion of the complaint service; Service fee, including information provided in the process of providing services; Service products, this determines that the results of the service can follow the established process; Facilities and Infrastructure, providing proper service facilities and infrastructure; The competence of the service officer, this is determined precisely based on the required specifications (Asrida & Pohan, 2014).

Presidential Instruction No. 3 of 2003 concerning government policies and strategies to encourage e-Government, which can be used as a reliable foundation for the development of community services. Some of the government's strategies in the preparation of e-government are Creating a reliable, reliable and affordable service system for the wider community; Planning for complete automation of operations in government processes; Effective use of information and communication technology; Increasing the participation of the business world to develop the telecommunications and information industry; Encouraging the advancement of literacy among the general public with the government; Improving services systematically through concrete and measurable steps such as preparation, development, promotion and management (Hamrun et al., 2019).

Most of the complaints and even criticisms of the poor quality of government services at various levels have become a daily topic, reflecting the quality of services that people use. Building responsive services is important because the community has the right to services that prioritize development goals. This is based on the idea that the purpose of government is really to serve the people and that the government really empowers the people to function in a democratic government. In fact, not all government/administrative officials know the importance of service. If service and responsibility are closely related, then the lack of understanding of the importance of public service weakens the responsibility of civil servants. The increase in public

complaints about poor service is one of the reasons for holding the government and the community accountable (Rahman, 2017).

It can be concluded that public service providers (government) are interested in providing, providing, and fulfilling the needs and desires of service recipients or the community. According to the basic principles and procedures set by the organization, the needs in public services are not individual needs but different needs expected by society (Sari, 2018).

2. Methods

In this study, the author uses a descriptive quantitative method because it is relevant to the theory used as a reference, and the variable used to be a reference in this study is a measurement variable. The population of Tangerang Live application users is 546,111 in 2021. Because of this limitation, the researcher did not make a questionnaire with as many as the number of users above, but a calculation was carried out using the Slovin formula for knowing the number of samples so that the results were found as many as 400 respondents using the application. Tangerang Live. As well as in data processing techniques using the latest SPSS and data analysis using validity, reliability, correlation, regression, determination coefficient, T test and F test, and hypothesis.

2.1. Hypothesis

The hypothesis carried out in this study was accepted because the calculated t value was greater than the t table ($37.427 > 0.098$). This means that H_0 (There is no influence of E-service on community satisfaction in the use of the Tangerang Live application) is rejected and H_1 (There is an influence of E-service on community satisfaction in the use of the Tangerang Live application) is accepted because the variable (x) E-Service has a positive effect on the variable (y) of community satisfaction which has a value of 77.9% and 22.1% were affected by other variables. This shows that there is a significant dominance between E-Service and community satisfaction of Tangerang Live application users in Tangerang City.

So, in this study, the author made a table that explains several indicators related to each variable construct, as follows:

Table 1. Variable Operations

Variable	Indicator	Dimension
E-Service Theories (Buchari, 2016) X	Reliability	1. Providing services as promised 2. Reliable in handling service problems 3. Delivering services correctly
	Assurance	4. Fostering trust 5. Create a sense of security 6. Be consistent in being polite
	Tangibles	7. Modern equipment 8. Visually appealing facilities 9. Neat and professional appearance 10. Visually appealing services
	Responsiveness	11. Providing information on the certainty of service delivery time 12. Fast service 13. Willingness to help
	Empathy	14. Providing full and exclusive services 15. Offer help

Variable	Indicator	Dimension
Community Satisfaction Index (PTSP KLHK, 2022) Y	Service procedure	16. Services provided by officers to the community to facilitate the flow and service process
	Clarity of terms of service	17. Clarity of information in services related to the requirements for obtaining services in accordance with the objectives of the community
	Information on service hours	18. Information determined regarding the time based on the stages for licensing services from electronic media
	Service turnaround time	19. Vulnerable time set by the service provider against the estimated time required for the work
	Service discrimination	20. The discriminatory nature of service officers is reported by the community
	Competence of service personnel	21. The level of reliability possessed by the officer in carrying out his duties
	Clarity of Service Officer Information	22. Clarity of information about attendance, personal data, position, and work of the service provider
	Service worker responsiveness	23. The alertness of service officers in providing information to the public
	Absence of Rewards	24. The necessity of officers in rejecting everything given by the community
	Absence of illegal collection practices	25. The officer does not ask for anything in any case to the community
	Handling service complaints	26. Response given by officers in responding to all complaints, suggestions, and inputs from the community
	Availability of facilities and infrastructure	27. Facilities to support everything to support the performance of officers and services to the community
	Overall customer satisfaction	28. Efforts made by the organizers to measure the value of officers' services to the community

Source: Processed by the author in 2023

3. Results and Discussion

3.1. The Effect of E-Service on Community Satisfaction Levels

E-Service has a significant role in the practice of E-government in the G2C type, which includes elements of electronic services, customer support and service or is defined into three elements which include service, service response, and service distribution (technology). In the E-Service domain, there is an E-Government created by the government to the community (Buchari, 2016). The development of E-Government is a good goal for the country to achieve sustainable development that includes social, economic, and environmental development (Sudirman & Saidin, 2022). Meanwhile, the benchmarks for the influence provided by E-Service are Realism, Assurance, Tangible, Responsiveness, and Empathy (Buchari, 2016). A significant influence is also found on public services in terms of online E-KTP management in the Depok City area, both of which have a positive influence in terms of the use of electronic media in the development of public services (Rezha et al., 2013). In previous research on the level of public satisfaction with MRT services in Jakarta during the COVID-19 pandemic, which requires service users to implement health protocols with discipline in order to reduce the spread of COVID-19, in this case the quality of service needs to be considered for the benefit of MRT Jakarta users with a program during the COVID-19 pandemic, namely BANGKIT (Clean, Safe, Comfortable, Go Green, Collaboration, Innovation, Governance) (Yuniarti &

[Aditya, 2020](#)). Therefore, in developing the level of community satisfaction, a qualified service quality is needed, so it gets dimensions in the form of Reliability, Responsiveness, Assurance, Empathy, Tangibles (direct evidence), which significantly has a close relationship to the level of community satisfaction ([Buchari, 2016](#)).

The elements included in the assessment of this community satisfaction survey are in accordance with the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform Number 14 of 2017 concerning Guidelines for the Preparation of Community Satisfaction Surveys. These include Requirements are the conditions that must be met in the management of these types of services, both technically and administratively; Systems, processes, and procedures are operational standards for providers and recipients; Completion time is the time it takes to complete all stages of a project for each type of project; Fees or tariffs are fees charged by service users for the management and/or access of services from service providers whose amount is determined based on an agreement between the service provider and the community; A unique creativity that is based on courage and self-motivation. These product services may include personalized services; Officer qualifications must have knowledge, skills, knowledge and experience; Handling complaints, comments and information Complaints and review processes; Tools and methods are everything that can be used as a tool to achieve goals and objectives. Technical infrastructure is the main support for the implementation of the system (business, development, projects). Machines are used to move objects (telephones, cars) and systems are used for expanded objects such as buildings ([Suherry et al., 2020](#)).

Some of the factors that affect the level of public satisfaction are the awareness of officers or officials in accommodating the service system, both in the regulations that are the principle of work services, as well as the performance of the organization that is used as a tool and system for the continuation of service activities, as well as in the amount of income that affects the fulfillment of living needs, and the competence of each officer and the influence of the means that facilitate the implementation of their duties ([Pundenswari, 2017](#)). The variables found in the survey on the level of public satisfaction with the characteristics of respondents and the level of satisfaction with public services were explained in several focuses such as: service procedures, clarity of service requirements, information on service time provisions or licensing processes, service completion time, service discrimination, service officer competence, clarity of service officer information, service officer responsiveness, absence of rewards, absence of collection practices wild, handling service complaints, availability of facilities and infrastructure, overall customer satisfaction. ([PTSP KLHK, 2022](#)).

The results of the validity test carried out to 400 respondents who used the Tangerang Live application in Tangerang City. Therefore, the provisions of the SPSS for windows version 26 recapitulation in this study are declared valid and reliable. This is shown in [Table 2](#).

Based on the provisions of the validity test between the E-Service variable (x) and the community satisfaction variable (y), it was obtained that the r-calculation value was greater than the r-table value (0.098). In showing the validity of a statement, there is a significant level of 5% with a confidence level of 95%. Degrees of freedom (df) = $n-2 = 400-2 = 398$. In this calculation, it was found that the r-table value with the result of df was 398 at a significant level of 5%, which was 0.098. The results of [Table 2](#) are valid and can be carried out in the research step.

Based on the reliability test of the alpha cronbach on the e-service variable (x) as many as 15 items, the questionnaire statement was declared reliable because the cronbach alpha value was greater than 0.6 ($0.912 > 0.6$). Meanwhile, the alpha

Table 2. Validity and Reliability Test Results

cronbach feasibility test on the community satisfaction variable (y) from 13 questionnaire questions was declared reliable because the alpha cronbach value was greater than 0.6 (0.943 > 0.6).

E-Service (X)					Community Satisfaction (Y)				
P	r-count	r-table	Reliable	Information	P	r-count	r-table	Reliable	Information
1	0.734	0.098	0,912	Valid	1	0.767	0.098	0,943	Valid
2	0.825	0.098			2	0.799	0.098		
3	0.754	0.098			3	0.750	0.098		
4	0.766	0.098			4	0.750	0.098		
5	0.702	0.098			5	0.705	0.098		
6	0.747	0.098			6	0.822	0.098		
7	0.702	0.098			7	0.820	0.098		
8	0.764	0.098			8	0.804	0.098		
9	0.251	0.098			9	0.728	0.098		
10	0.704	0.098			10	0.761	0.098		
11	0.770	0.098			11	0.805	0.098		
12	0.767	0.098			12	0.809	0.098		
13	0.795	0.098			13	0.696	0.098		
14	0.743	0.098							
15	0.778	0.098							

Source: SPSS 26 data processing results

3.2. Simple Correlation Coefficient

Table 3. Simple Correlation Coefficient Test Results

Correlations

		E-Service	Community Satisfaction
E-Service	Pearson Correlation	1	.882**
	Sig. (2-tailed)		.000
	N	400	400
Community Satisfaction	Pearson Correlation	.882**	1
	Sig. (2-tailed)	.000	
	N	400	400

** Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS 26 data processing results

Based on the information provided:

Correlation Coefficient (r): The correlation coefficient (r) between the E-Service variable (x) and the community satisfaction variable (y) is 0.882.

- The correlation coefficient (r) measures the strength and direction of the linear relationship between two variables. In this case, a value of 0.882 indicates a very strong positive relationship between E-Service and community satisfaction.

Significance Test (r-test): You mentioned that the calculated correlation coefficient (r-count) of 0.882 is compared to a critical value (r-table) of 0.098.

- It's common practice to compare the calculated correlation coefficient (r-count) to a critical value from a table to determine statistical significance. If the calculated r-count (0.882) exceeds the critical value (0.098), it indicates that the relationship between E-Service and community satisfaction is statistically significant.

Interpretation:

- Since the calculated r-count (0.882) is much greater than the critical value (0.098), the relationship between E-Service and community satisfaction is deemed statistically valid.
- The positive sign of the correlation coefficient (r) indicates that as E-Service increases, community satisfaction also tends to increase.
- The strength of 0.882 suggests a very strong positive linear relationship between E-Service and community satisfaction. This means that changes in E-Service are highly predictive of changes in community satisfaction among users of the Tangerang Live application in Tangerang City.

Conclusion:

- In summary, based on the correlation coefficient (r) of 0.882:
 - There is a very strong positive relationship between E-Service and community satisfaction.
 - The relationship is statistically significant, meaning it is unlikely to have occurred by random chance.
 - Improvements or changes in E-Service are expected to significantly impact and increase community satisfaction among users of the Tangerang Live application in Tangerang City, according to the findings of this correlation analysis.

3.3. Simple Linear Regression

Table 4. Simple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	2.071	1.244		1.665	.097
E-Service	.831	.022	.882	37.427	.000

a. Dependent Variable: Community Satisfaction

Source: SPSS 26 data processing results

Based on the information provided:

Constant (Intercept): The constant value in your simple linear regression model for community satisfaction is 2.071. This represents the estimated value of community satisfaction when the E-Service variable is zero.

Regression Coefficient (E-Service): The regression coefficient for E-Service is 0.831. This indicates the change in community satisfaction associated with a one-unit change in the E-Service variable.

- Since the coefficient (0.831) is positive, it suggests that as the E-Service variable increases, community satisfaction also tends to increase.

Interpretation:

- With a constant of 2.071 and a coefficient of 0.831 for E-Service, you can interpret the model as follows:
 - When E-Service is zero, the estimated community satisfaction level is 2.071.
 - For every unit increase in the E-Service variable, community satisfaction is estimated to increase by 0.831 units.
 - This positive coefficient indicates a direct positive relationship between improvements in E-Service and increased community satisfaction among users of the Tangerang Live application in Tangerang City.

Conclusion:

- In summary, based on the regression model:
 - The constant (2.071) represents the baseline satisfaction level.
 - The coefficient (0.831) for E-Service indicates the magnitude and direction of the effect: an increase in E-Service is associated with an increase in community satisfaction.
 - Therefore, if there are developments or improvements in E-Service, it is expected that the satisfaction of users of the Tangerang Live application in Tangerang City will increase by approximately 0.831 units according to this model.

3.4. Coefficient of Determination

Table 5. Determination Coefficient Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.882 ^a	.779	.778	4.00231

a. Predictors: (Constant), E-Service

Source: SPSS 26 data processing results

Based on the information provided, it seems like you're discussing a statistical model where an R-squared value (r^2 value) of 77.9% has been calculated. Here's how we can interpret this:

Interpretation of R-squared (r^2 value):

- The R-squared value (r^2) measures the proportion of the variance in the dependent variable (community satisfaction in this case) that is predictable from the independent variable (E-Service) in the model.
- An r^2 value of 77.9% indicates that approximately 77.9% of the variability in community satisfaction can be explained by the E-Service variable in your model.

Implication of 77.9% R-squared:

- This high R-squared value (77.9%) suggests a strong relationship or dominance between the E-Service variable (independent variable) and community satisfaction (dependent variable).
- It implies that E-Service accounts for a significant portion of the variation in community satisfaction scores as captured in your data.

Remaining Variation:

- The remaining 22.1% (100% - 77.9%) of the variability in community satisfaction is attributed to other factors or variables not included in your model.

- These other variables could include aspects not accounted for by E-Service but still influence community satisfaction.

Conclusion:

- In summary, an r^2 value of 77.9% indicates a strong relationship between E-Service and community satisfaction, suggesting that E-Service is a dominant factor affecting community satisfaction in your analysis. However, it's important to acknowledge that there are other factors influencing community satisfaction beyond E-Service, as evidenced by the remaining 22.1% of unexplained variance.

This interpretation helps understand the strength and scope of the relationship between the variables considered in your study.

Table 6. Test Results t

Coefficients ^a										
	Unstandardized Coefficients		Standardized Coefficients				Correlations		Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	2.071	1.244		1.665	.097					
E-Service	.831	.022	.882	37.427	.000	.882	.882	.882	1.000	1.000

a. Dependent Variable: Community Satisfaction

Source: SPSS 26 data processing results

3.5. Respondent Profile Description

This research was carried out by reaching questionnaires via Google Form and WhatsApp social media. The number of respondents in this study amounted to 400 users of the Tangerang Live application through the provisions of the Slovin formula calculation. This study uses SPSS for windows version 26 analysis.

Table 7. Data Response

Age		Gender		Marital Status		Last Education	
Life Range	Sum	Gender	Sum	Status	Sum	Ladder	Sum
>20	50	Man	221	Unmarried	287	High School/Vocational School	260
21-29	333					Diploma/Academic	44
30-38	10	Woman	179	Married	113	Sarjana	81
39-47	7					Graduate	15

Source: Processed by the author in 2023

Based on the data provided, it can be seen that Tangerang Live application users are aged between 21-29 years. Their proportion reached 83.25% of the total respondents over 20 years old. This shows that this age range is the most dominant among the users of the app.

There are indeed more users of the Tangerang Live application in Tangerang City than men. The proportion of men reached 55.25% while women were 44.75%. This shows that these apps tend to be more popular with men than women in the region.

In the marital status category, it can be seen that more users of the Tangerang Live application are unmarried than married. The proportion of unmarried respondents reached 71.75%, while married respondents were 28.25%. This shows that this application is more in demand for unmarried individuals in Tangerang.

Most users of the Tangerang Live application have a high school/vocational education or equivalent, with a proportion of 65%. As for higher levels of education such as Diploma/Academic, Bachelor (S1), and Postgraduate (S2-S3), the proportion is smaller, namely 11%, 20.25%, and 3.75%, respectively. This shows that the majority of users of this app have a high school education background.

4. Conclusion

Based on the analysis data, it can be concluded that E-Service has a positive and significant influence on community satisfaction. Because this states that the better the service provided to the community, the higher the level of community satisfaction. There is an interaction between the E-Service variable (x) and community satisfaction (y) substantially. In the analysis data from the simple linear regression test of variable X (E-Service) with indicators of reliability, assurance, tangibles, responsiveness, and empathy, if carried out properly and correctly by the local government that handles the Tangerang Live application, then the Y variable based on all indicators will increase. In the results of the regression coefficient analysis, it is explained that the increase must be supported by other variables that can affect the Y variable (Work environment, compensation, motivation, computer information technology, and other factors that discuss the cause and effect of community satisfaction.

Suggestions for further research can be to add intervening variables or moderator variables such as motivation theory, compensation theory, study of computer information technology and several other causal factors that are not discussed in this study.

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