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ARTICLE

THE ROLE OF THE TANGGAP KARAWANG APPLICATION (TANGKAR) IN ENHANCING PUBLIC SATISFACTION IN KARAWANG REGENCY: A PLS-SEM APPROACH

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Abstract

The rapid development of information technology has significantly improved access to public services, including at the regional government level. In response, the Karawang Regency Government introduced the Tanggap Karawang (TANGKAR) application in 2019, designed to increase public participation by allowing citizens to report various issues such as infrastructure problems and natural disasters. This application enables faster government responses to public reports, thereby improving service delivery. Despite its potential, the implementation of TANGKAR faces several challenges, particularly in terms of accessibility for non-Android users and the lack of comprehensive public outreach. This study examines the effectiveness of the TANGKAR application in improving public satisfaction with government services in Karawang Regency. Using a quantitative approach, specifically through survey methods, this research applies the Partial Least Squares - Structural Equation Modelling (PLS-SEM) technique for data analysis. The findings reveal that the quality of electronic services provided by TANGKAR has a significant positive impact, with a 58.9% influence on public satisfaction. The measurement instruments used were proven to be valid and reliable, ensuring accurate assessments of the targeted variables. The study concludes that improving the quality of digital services is crucial for building public trust and satisfaction with local government initiatives, emphasizing the importance of continuous improvement in e-governance solutions.

Keywords: Public Satisfaction, Electronic Service Quality, E-Government

A. INTRODUCTION

The swift advancement of information technology has revolutionized service delivery across various sectors, including government. This shift has made accessing data simpler, quicker, and less costly than traditional approaches, allowing for more streamlined public services (Rio & Rina in Hardani (2020)). By leveraging technology, governments can deliver information more efficiently and address the public's needs with greater speed and precision. As a result, technology has become a cornerstone for improving service quality, ultimately contributing to higher public satisfaction.

Governments at both the central and regional levels are increasingly adopting digital tools to facilitate transparent and effective service delivery. This push toward modernization reflects a broader commitment to better serve citizens by reducing bureaucratic obstacles and enhancing service accessibility. A prime example of this technological advancement is the Tanggap Karawang (TANGKAR) application, launched by the Karawang Regency Government. This initiative highlights how digital platforms can streamline processes,

allowing citizens to access services more efficiently while fostering trust and responsiveness between the public and the government.

Tanggap Karawang (TANGKAR) is an integrated online platform designed to collect public aspirations and handle complaints. Accessible on Android, the Web, SMS Gateway, Twitter, Facebook, and other social media platforms, TANGKAR was created with principles of user-friendliness, immediate data storage, and effective issue resolution, as described by Saras Desca Lestaria (2020) in Anggrayni (2022). Launched by the Karawang Regency Government on February 22, 2019, this application seeks to streamline communication between the public and government, making it easier for citizens to voice concerns, offer suggestions, and track responses from local authorities.

Since its introduction, TANGKAR has become a vital tool in promoting community involvement in government accountability. By encouraging citizens to report issues and offer feedback, TANGKAR fosters a transparent environment where residents can actively monitor the performance of local officials and ensure better governance. This emphasis on digital reporting strengthens public participation, aligning with the government's commitment to transparency and responsiveness while providing a convenient, accessible way for residents to engage in the local governance process

TANGKAR offers convenience for citizens to report issues ranging from infrastructure problems to natural disasters and social violations, with the expectation that the government will respond quickly and accurately. However, the implementation of this application faces challenges, particularly regarding accessibility for non-Android users and the lack of outreach to the wider public. Therefore, it is necessary to evaluate TANGKAR's effectiveness in enhancing public satisfaction in Karawang Regency.

Previous studies have evaluated the TANGKAR application. Irelna Anggrayni (2022) found that the management of the application was relatively good and beneficial in handling public complaints submitted via social media. However, the study also emphasized the need for improvements, such as increasing the number of administrators and maintaining the application to avoid recurring technical issues. Meanwhile, research conducted by Teguh Prisma Herliana (2023) stated that the quality of the TANGKAR website is rated good, with a determination coefficient of 64.8%. The analysis revealed a positive and significant relationship between the WebQual 4.0 dimensions and user satisfaction, both partially and simultaneously.

This study brings a novel approach by applying the Partial Least Squares Structural Equation Modeling (PLS-SEM) method to examine how the electronic service quality of the TANGKAR application affects public satisfaction in Karawang Regency. Unlike prior studies, which have predominantly explored general management and website quality, this research hones in on the specific elements of electronic service quality. By focusing on a digital government service like TANGKAR, this study seeks to understand how well the application meets user expectations and how each dimension of service quality contributes to overall satisfaction.

To achieve a thorough analysis, the study evaluates multiple dimensions of electronic service quality, including efficiency, fulfillment, reliability, privacy, responsiveness, compensation, and contact (Zelithaml, elt al. in Tjipto dan Chandra (2019)). These dimensions provide a comprehensive framework to measure the strengths and weaknesses of TANGKAR's service delivery. By assessing each factor individually, the study aims to offer actionable insights for improving digital public services, enhancing user satisfaction, and potentially guiding similar initiatives in other regions. This focus on detailed service quality metrics provides a valuable perspective on how digital platforms can effectively bridge the gap between government services and public needs.

Understanding the extent to which the TANGKAR application has succeeded in improving public satisfaction in Karawang Regency is crucial, especially given the importance of digitalizing public services to enhance public trust and participation. Evaluating this application will provide valuable insights for local governments to make further improvements and innovations to their electronic service systems. Additionally, this research offers recommendations for developing public service enhancement strategies in other regions seeking to adopt similar technologies. Furthermore, the findings of this study are expected to contribute both academically and practically. Academically, this research enriches the literature on the application of technology in public services, particularly at the local government level. Practically, the results can be utilized by the Karawang Regency Government as evaluation material and a reference for further development of the TANGKAR application to improve public service quality and build public trust in government.

B. LITERATURE REVIEW

Service Quality

Service quality encompasses all activities undertaken by one or more parties to meet the needs of another party, with the primary goal of achieving satisfaction for all involved in the process. Service can be considered effective when two interacting elements or groups—service providers and recipients—successfully fulfill each other's needs, necessitating distinct roles and functions for each party.

According to Kotler and Keller, as cited in Hayani (2019), service is defined as any action or activity that one party can offer to another, which is intangible by nature and does not result in ownership of any goods. They further mention that service interactions may occur before, during, or after a transaction. High-quality service typically enhances customer satisfaction and encourages repeat purchases.

Sampara in Rafik (2016) explains, service quality serves as a benchmark established as a guideline for service providers in delivering services to customers. High-quality service not only acts as a measure of provider success but also serves as an evaluation tool for government efforts in meeting public expectations. As service quality improves, customer or public satisfaction also rises, positively affecting the image of public service institutions.

Service quality is assessed based on its alignment with customer expectations, meaning that a good quality image originates from the customer's assessment rather than the provider's viewpoint. Customers' perceptions of service quality serve as an objective measure of service excellence, reflected in the comparison between their expectations and the service's perceived performance. Various factors play essential roles in delivering service, including human factors, facilities, work mechanisms, and the attitudes of both the provider and the recipient. Despite diverse expert definitions of service, they fundamentally focus on the core understanding of optimal satisfaction efforts.

Electronic Service Quality (E-Service Quality)

According to Yang, Jun, and Peterson (2004), e-service quality refers to the quality perceived by customers while interacting with and accessing online services. This concept, therefore, signifies an application's ability to effectively and efficiently provide services to users through the internet. Zeithaml et al., in Tjiptono & Chandra (2019), identified seven primary dimensions for measuring and understanding electronic service quality: efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contact. The dimensions are detailed as follows:

- Efficiency – Customers' ease of accessing and navigating a website, acquiring product information, and leaving the site without difficulty.

- Reliability – Technical stability of the website, concerning availability and functional consistency to support user needs.
- Fulfillment – The extent to which a website meets customer orders as promised, including product availability, timely delivery, and the accuracy of ordered items.
- Privacy – The website's security level in protecting customer data, ensuring that personal information and shopping activity remain confidential.
- Responsiveness – The site's ability to respond effectively to customer inquiries and address issues. It includes providing accurate and timely information, handling product returns, and online warranty claims.
- Compensation – The extent to which the website compensates customers for problems encountered, such as offering product re-shipments or shipping cost reimbursements.
- Contact – Availability of direct support through phone or online means. Customers can communicate with customer service representatives to receive support or lodge complaints.

Through these dimensions, e-services aim to deliver a satisfying customer experience, fostering trust and loyalty in the services provided.

Public Satisfaction

Public satisfaction is a critical focus for public service providers, as it reflects the government's success in delivering quality services. Rangkuti (2009) describes public satisfaction as a positive response from the public toward service quality that meets their expectations. Satisfaction strongly correlates with public service quality, measured by comparing the received performance with the public's initial expectations. The term "satisfaction" originates from the Latin words "satis," meaning adequate or sufficient, and "facio," meaning to do or to complete (Oliver, 2014). In this context, satisfaction represents the achievement of well-met expectations or needs. Some foundational aspects of creating customer satisfaction include:

- Product Excellence – The presence of direct or attractive advantages that fulfill customers' desires, thus providing satisfaction during the product or service experience.
- Service Quality – All attributes that are free from defects or flaws, consistently meeting customer expectations.

Public satisfaction reflects the level of acceptance or judgment on the performance of public service providers, measured by comparing perceived performance to public expectations. Based on KemenPAN No. 25 of 2004 on General Guidelines for Developing Public Satisfaction Indexes, this index is designed to ensure improved public service quality, enhance service delivery effectiveness, and encourage public participation in improving public service quality.

Partial Least Squares Structural Equation Modeling (PLS-SEM)

Partial Least Squares Structural Equation Modeling (PLS-SEM) is a statistical analysis method used to model structural relationships between latent variables—variables that cannot be directly measured. This method is particularly useful for research involving complex models with numerous latent variables and relatively small samples or data that do not follow a normal distribution (Hair J. , Hult, Ringle, & Sarstedt, 2014).

PLS-SEM aims to maximize the variance of dependent (endogenous) variables explained by independent (exogenous) variables. Unlike covariance-based SEM techniques such as LISREL, AMOS or SmartPLS, which focus on model validation, PLS-SEM emphasizes prediction and testing causal relationships (Chin W. W., 1998). Therefore, PLS-SEM is widely used in exploratory research or when researchers aim to understand relationships

among variables in a new or under-researched context (Hair J. , Hult, Ringle, & Sarstedt, 2014).

A major advantage of PLS-SEM is its flexibility in accommodating various data types. Hair, Hult, Ringle, and Sarstedt (2014) note that PLS-SEM enables data analysis that does not meet normal distribution assumptions, making it a robust method under less-than-ideal conditions. Additionally, PLS-SEM can work with small samples, making it suitable for researchers facing limited resources or access to large samples.

According to Chin (1998), PLS-SEM divides the model into two main components: the measurement model (outer model), which reflects the relationship between latent variables and their indicators, and the structural model (inner model), which depicts causal relationships among latent variables. The measurement model ensures that the indicators truly represent the latent variables being measured, while the structural model tests causal hypotheses among latent variables (Hair J. , Hult, Ringle, & Sarstedt, 2014).

PLS-SEM commonly uses bootstrapping to test the significance of paths in the structural model. Bootstrapping involves generating parameter estimates by resampling the original data, allowing for accuracy testing even with small sample sizes or non-normally distributed data (Henseler, Ringle , & Sinkovics, The Use of Partial Least Squares Path Modeling in International Marketing, 2009). PLS-SEM also offers several indicators for model quality, such as Average Variance Extracted (AVE) for measuring indicator consistency with latent variables and Composite Reliability (CR) to assess the overall reliability of latent variables (Hair J. , Hult, Ringle, & Sarstedt, 2014). These indicators are essential for assessing model validity and ensuring reliable analysis outcomes.

Hypotheses

In this study, we investigate the impact of complaint service quality on public satisfaction in Karawang Regency. Public satisfaction is an essential outcome in public service provision, particularly as governments and institutions aim to improve and maintain service quality standards that align with community expectations. Complaint services, in particular, play a critical role in how the public perceives responsiveness and effectiveness, as these services offer an avenue for addressing citizen concerns and resolving issues directly affecting their well-being.

To test the effect of complaint service quality on public satisfaction in Karawang Regency, we formulate the following hypotheses:

- H_a: Complaint service quality has a significant effect on the level of public satisfaction in Karawang Regency.
- H_0: Complaint service quality does not significantly affect the level of public satisfaction in Karawang Regency.

C. RESEARCH METHODOLOGY

This study employs a survey method to collect data, with a population consisting of residents of Karawang Regency who use the TANGKAR application. The sample size for this study is 97 respondents, determined through Cochran's formula and the random sampling technique to ensure adequate representation of the population.

The research objects or variables are crucial elements that must be identified, classified, and defined operationally in a clear and precise manner. As noted by Hardani (2020), operationalization of variables aims to provide a consistent understanding for individuals outside of the researcher, thus enabling uniform interpretation and measurement of variables. This study includes two main variables: electronic service quality as an exogenous latent variable and public satisfaction as an endogenous latent variable. Below is the operationalization of the variables in this study:

Table 1. Operationalization of The Variables

Variables	Dimensions
Quality of Electronic Services (Zelithaml, elt al. in Tjipto dan Chandra, 2019)	Efficiency Fullfillment Relliability Privacy Ressponsiveness Compensation Contact
Community Satisfaction (Tjiptono in Indrasari, 2019)	Conformity to expectation Interest in returning to visit Availability of recommendations

Source: processed by the researcher, 2024

For data analysis, this study applies the Partial Least Squares - Structural Equation Modeling (PLS-SEM) method. PLS-SEM was chosen for its capability to handle complex relationships between latent variables holistically, enabling more flexible causal measurement. PLS-SEM is highly suitable in the context of this research, which aims to evaluate the quality of public services based on a digital application in terms of public satisfaction. PLS-SEM can also analyze variables that are challenging to measure directly, such as public perceptions of service quality and satisfaction levels, providing deeper insights into inter-variable relationships within the context of public services.

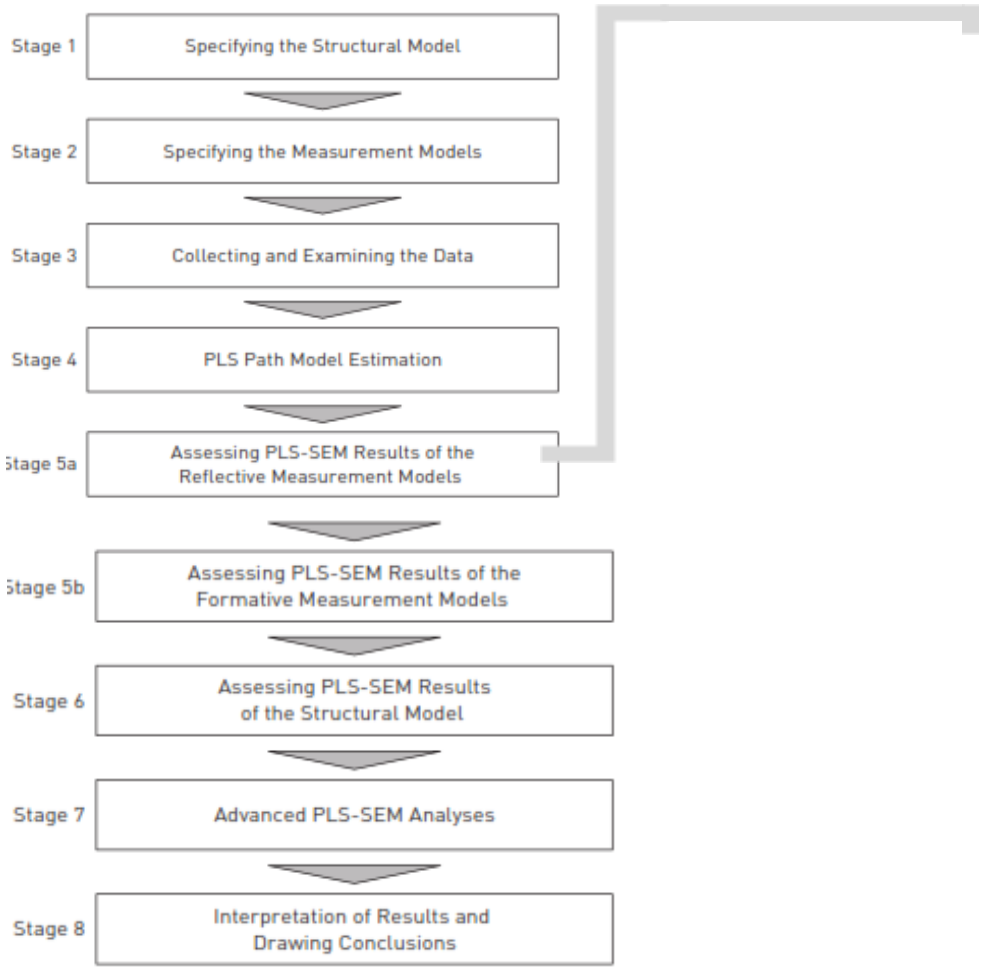

Figure 1. A Systematic Procedure for Applying PLS-SEM

The systematic procedure for applying PLS-SEM consists of eight stages, each with its own purpose, as outlined by Hair:

- Stage 1: Defining the structural model, which is the relationship between latent variables in the research.
- Stage 2: Defining the measurement model, which is the relationship between latent variables and their indicators (reflective or formative).
- Stage 3: Collecting data and examining the quality of the data to be used in the analysis.
- Stage 4: Estimating the PLS path model, which involves estimating model parameters using the PLS-SEM technique.
- Stage 5a: Evaluating the PLS-SEM results for reflective measurement models by checking the validity and reliability of reflective indicators.
- Stage 5b: Evaluating the PLS-SEM results for formative measurement models by examining the quality and relevance of formative indicators.
- Stage 6: Evaluating the results of the structural model by examining the path coefficients, R^2 values, and significance.
- Stage 7: Conducting advanced PLS-SEM analyses, such as moderation, mediation, or multi-group analysis.
- Stage 8: Interpreting the analysis results and drawing findings and implications of the research.

D. RESULT AND DISCUSSION

The results of this study were analyzed using SmartPLS software version 3. There are two main stages in the PLS method: the evaluation of the outer model, or the measurement model of question items in relation to their variables, and the evaluation of the inner model, or structural model, which is used to assess the outcomes of hypothesis testing (Fernanda, Luthifiana, & Akhyar, 2022).

Measurement Model Testing (Outer Model)

Validity Test (Convergent Validity)

Convergent validity can be assessed by examining the outer loading values on the latent variables with their indicators. An indicator is considered to have high validity and satisfies convergent validity if its outer loading value exceeds 0.7 (Ghozali, 2014) and the Average Variance Extracted (AVE) is above 0.5 (Chin & Todd, 1995).

Table 2. Outer Loading Values

Community Satisfaction	Loading	Quality of Electronic Services	Loading
KM1	**0.683**	KLE1	**0.785**
KM2	**0.802**	KLE2	**0.784**
KM3	**0.841**	KLE3	**0.672**
		KLE4	**0.721**
		KLE5	**0.765**
		KLE6	**0.731**
		KLE7	**0.721**

Source: processed by the researcher, 2024

Based on the results in Table 2, it can be concluded that all indicators have values above 0.7. Although one indicator, KM1, has a value of 0.683, it rounds to 0.7

Table 3. Average Variance Extracted Values

Variables	Average Variance Extracted (AVE)
Quality of Electronic Services	**0.862**
Community Satisfaction	**0.673**

Source: processed by the researcher, 2024

The calculated Average Variance Extracted (AVE) values for all variables, public satisfaction and service quality are each above 0.5. Thus, the testing results, as seen from the outer loading and AVE values, indicate that convergent validity in the model is satisfactory. This suggests that the indicators in the model have good convergent validity, indicating that they effectively measure the intended latent constructs.

Validity Test (Discriminant Validity)

One method to assess Discriminant Validity in a PLS-SEM model is by using cross-loading values. This measure aims to determine whether a construct has adequate discriminant validity. It works by comparing the loading value of an indicator on its intended construct, which should be higher than its loading values on other constructs (Hair J. F., Hult, Ringle, & Sarstedt, 2022).

Table 4. Cross Loading Value

Cross Loading	Community Satisfaction	Quality of Electronic Services
Efficiency	0.551	0.784
Fullfillment	0.637	0.672
Relliability	0.554	0.721
Privacy	0.529	0.731
Ressponsiveness	0.551	0.785
Compensation	0.586	0.721
Contact	0.557	0.765
Conformity to expectation	0.683	0.521
Interest in returning to visit	0.841	0.694
Availability of recommendations	0.802	0.566

Source: processed by the researcher, 2024

Based on the table 4, it can be concluded that the loading values for each indicator on its intended construct are greater than the loading values on other constructs. This indicates that each indicator has a strong correlation with the latent variable it measures, thereby achieving discriminant validity. Consequently, the model can be considered reliable and provides accurate measurements of the constructs used.

Reliability Test

Reliability in PLS-SEM can be evaluated using the composite reliability and Cronbach's alpha values for each construct. A construct is considered reliable if it has a composite reliability value above 0.70 and a Cronbach's alpha value above 0.70 (Ghozali, 2014).

Table 5. Construct Reliability

Variables	Cronbach's Alpha	Composite Reliability
Quality of Electronic Services	**0.862**	**0.895**
Community Satisfaction	**0.673**	**0.821**

Source: processed by the researcher, 2024

The composite reliability values for the variables of Service Quality and Public Satisfaction are above 0.7, while the Cronbach's Alpha value for the Public Satisfaction variable is only 0.673. If the Cronbach's Alpha for the Public Satisfaction variable is rounded to 0.70, it can still be concluded that the construct has good reliability.

Based on the results of the measurement model testing, it can be said that the instrument used is valid in terms of both convergent and discriminant validity, as well as reliable. This indicates that the instrument has good consistency and capability in accurately and dependably measuring the intended variables.

Structural Model Testing (Inner Model)

Structural model evaluation using the bootstrap process is conducted by comparing the p-value with the significance level (α=5%) (Hair J. F., Hult, Ringle, & Sarstedt, 2022). The hypothesis for testing the structural model is as follows:

- H_0: $\beta_1=0$ (Complaint service quality does not significantly affect the level of public satisfaction in Karawang Regency)
- H_1: $\beta_1\neq0$ (Complaint service quality has a significant effect on the level of public satisfaction in Karawang Regency)

The hypothesis testing results indicate sufficient evidence to conclude that the quality of the TANGKAR application service significantly affects the level of public satisfaction in Karawang Regency, as demonstrated by a p-value of 0.000, which is less than 0.05=α. This implies that an improvement in service quality, in this case through the Tanggap Karawang (TANGKAR) application, can lead to an increase in public satisfaction within Karawang Regency.

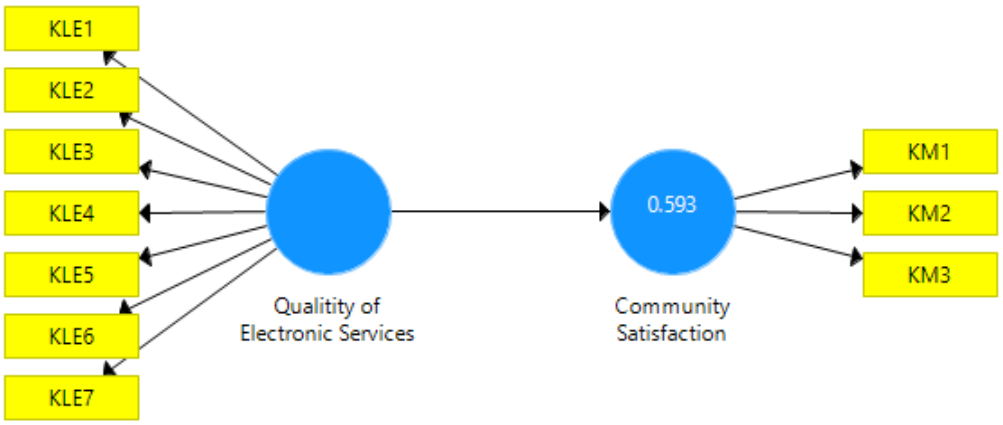

Figure 2. Coefficient of Determination

The coefficient of determination, or R^2, is a statistical measure used to evaluate the extent to which the variability in an endogenous latent variable can be explained by exogenous latent variables within a model (Henseler, Ringle, & Sarstedt, 2015). In this context, an R^2 value of 0.593 indicates that the quality of the TANGKAR application's service has a significant impact on the level of public satisfaction in Karawang Regency.

An R^2 value of 0.593 can be interpreted to mean that the TANGKAR application's service quality accounts for 59.3% of the variation in public satisfaction levels. This finding suggests that a substantial portion of the variance in public satisfaction can be attributed to the service quality of the TANGKAR application, which in this model serves as the primary independent variable. The 59.3% figure indicates a moderate effect, highlighting the crucial role of TANGKAR's service quality in shaping public perception and satisfaction.

However, there remains 40.7% of the variance in public satisfaction that cannot be explained solely by the TANGKAR application's service quality. This residual variance may involve various other factors not included in this model, such as social factors, economic conditions, general public service quality, and additional factors that may influence public satisfaction. These external variables could serve as the focus of future research to provide a more comprehensive understanding of the factors affecting public satisfaction.

Table 6. Construct Reliability

	Saturated Model	**Estimated Model**
NFI	0.727	0.727

Source: processed by the researcher, 2024

In Partial Least Squares Structural Equation Modelling (PLS-SEM), model fit can be evaluated using the Normed Fit Index (NFI), which ranges from 0 to 1. The NFI value is derived from comparing the hypothesized model with an independent baseline model. A model is considered to have a good fit if the NFI value is close to 1, indicating that the hypothesized model adequately represents the observed data structure.

According to Table 4.18, the NFI value is 0.727, which suggests a reasonably good model fit. This value implies that the model has a satisfactory level of fit, indicating that the structural relationships specified in the model align well with the data. As described by Ghozali (2014) in Jordi (2012), an NFI value in this range supports the appropriateness of the hypothesized model in explaining the relationships between latent variables.

The results of this study indicate that the quality of electronic services through the Tanggap Karawang application significantly influences public satisfaction in Karawang Regency. This finding is consistent with previous studies conducted by Naebaho & Pangestuti (2023), Rezha (2013), and Firmansyah (2022), which also found that the quality of electronic services has a positive and significant impact on public satisfaction. These findings underscore the importance of service quality in enhancing public satisfaction with the Tanggap Karawang application. Furthermore, the theory proposed by Zeithaml et al., as cited in Tjiptono (2019), along with the E-SERVQUAL model, supports these findings by emphasizing that efficiency, privacy, and website design are critical factors in determining user satisfaction with electronic services.

This research demonstrates that service quality plays a crucial role in the satisfaction of the public in Karawang Regency. With the government acting as the manager and provider of services through digital platforms, public perception reflects that citizens expect this application to serve their needs effectively. This aligns with Tjiptono's theory, as referenced

in Purnamayanti & Heryanda (2023), which posits that customer satisfaction is measured by the extent to which service performance meets or exceeds public expectations.

The relationship outlined here suggests that the role of electronic service quality in the Tanggap Karawang application will have a direct impact on enhancing public satisfaction. Therefore, investing in the improvement of electronic service quality will not only meet public expectations but also strengthen positive perceptions of the application, ultimately increasing the efficiency and effectiveness of public services in Karawang Regency. This study provides strong empirical evidence to support strategies aimed at enhancing service quality as a means of improving public services through digital platforms.

These findings are particularly significant for managers and practitioners across various industries, as they indicate that investing in service quality improvement can lead to a substantial increase in customer satisfaction. This research aligns with Garna's theory as discussed in Wachjudin (2021), which asserts a close relationship between service quality and public satisfaction. Enhancing service quality with a focus on speed, efficiency, and user satisfaction will directly contribute to increasing public satisfaction. This creates a mutually beneficial cycle where quality service leads to satisfied citizens, and feedback from satisfied citizens can be used to continually improve service quality.

E. CONCLUSION

This study employs SmartPLS software to analyze the data through two primary stages: the evaluation of the outer model (measurement) and the inner model (structure). The results of the model testing indicate that all indicators meet the criteria for convergent and discriminant validity, as well as reliability. The model demonstrates that the quality of service of the Tanggap Karawang application significantly influences public satisfaction in Karawang Regency, with a p-value of 0.000, indicating a positive relationship between service quality and satisfaction. The coefficient of determination (R^2) value of 0.593 suggests that 59.3% of the variation in public satisfaction can be explained by the service quality of the application.

Overall, this research provides strong empirical evidence regarding the importance of enhancing service quality as a strategy for improving public satisfaction. It also suggests that the government and digital service managers should continue to invest in service quality to achieve efficiency and effectiveness in public service delivery. However, while this study offers significant insights into the relationship between service quality and public satisfaction, it has limitations, including the failure to consider external factors that may influence satisfaction, such as social and economic conditions. Furthermore, the study focuses solely on one digital application, necessitating caution when generalizing the findings to a broader context of public services. Future research is encouraged to explore other variables that may affect public satisfaction to obtain a more comprehensive understanding.

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