

The Effect of Ease of Access to Services and Transparency of Information on Population Service Satisfaction

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ABSTRACT

This research was conducted to determine the effect of Ease of Service Access and Information Transparency on Population Service Satisfaction in Gorontalo. The sampling technique used was Accidental Sampling by determining 51 respondents. The research method uses quantitative descriptive with the Statal program for social science (SPSS). The results of this study show that Ease of Service Access and Information Transparency significantly affect Population Service Satisfaction with a calculated F value of 58.409, with a total influence of 0.704 or 70.4%. Ease of access to services has a significant effect on population service satisfaction with a calculation value of 4,670, information transparency has a significant effect on population service satisfaction with a calculation value of 2,495.

Keywords: Ease of Service Access, Information Transparency and Satisfaction of Population Services

1. INTRODUCTION

In the era of digital transformation and increasing complexity of population administration, population services are one of the key elements in realizing effective and efficient government. The era of digital transformation marks a profound shift in the way governments interact with their citizens, with technologies driving structural and operational changes to improve the quality and accessibility of population services. Effective and efficient population services are no longer just about providing documents and information, but also creating an environment that is responsive to the needs of an increasingly diverse society. In this process, digital technology serves as a catalyst for simplification of procedures, increased accessibility, and improved quality of service.

The importance of population services in the digital era is not only to improve administrative efficiency, but also to provide a better experience to the community. Therefore, the government needs to understand and integrate technology in the delivery of population services in order to meet the expectations and needs of modern society. Effective and efficient population services are not only an administrative responsibility, but also reflect the spirit of adaptation and innovation in supporting a responsive and public service-oriented government. Ease of access to services and transparency of information are crucial factors that can shape people's positive experiences in interacting with the population system.

Ease of service access includes the availability and affordability of services both physically and online. This is related to how people can easily access various population services without significant barriers, so as to support their active participation in administrative processes. Ease of access to services is a critical aspect in ensuring that people can utilize population services efficiently and effectively. This concept involves two important dimensions, namely the availability and affordability of services, both physically and online. Service availability refers to the presence and readiness of population service providers both at the local and national levels. This includes the opening of population service offices that are easily accessible to the public, both in urban and rural

areas. This availability may also include mobile or mobile services to ensure that services are accessible to communities that may be physically difficult to reach.

Service affordability includes the ability of people to access population services without significant financial or geographical barriers. This could involve waiving certain fees, subsidy programs, or even using online technology to ensure that people living in remote areas or with physical disabilities can still access services without significant difficulty. By ensuring easy access to services, governments can create an environment where people feel supported in their active participation in population administrative processes. This not only improves the efficiency and effectiveness of service delivery, but also opens the door to greater inclusivity and community involvement in the construction and updating of population data.

Information transparency includes openness and clarity of information provision related to policies, procedures, and population data management. This factor reflects the extent to which service providers provide clear and understanding access to information to the public, thus creating trust and increasing awareness regarding population services. Information transparency in the context of population services involves openness and clarity in providing information related to policies, procedures, and population data management. Information transparency includes openness about policies related to population services. This means that the public has access to information about the objectives, rules, and impact of these policies. By providing visibility into these policies, governments can build trust and understand the public about the direction and goals pursued.

In population services, transparency is also related to the clarity of procedures that must be followed by the community. Clear information about the steps to be taken to obtain certain services, the necessary requirements, and the estimated time required can help communities to better prepare. Transparency also relates to how the government manages population data. People have a right to know how their personal data is managed, safeguarded and used. Creating open policies and procedures regarding data privacy can build trust and give people a better understanding of how their data is treated. Information transparency also includes how service providers provide clear access and understanding of information to the public. This involves providing information in an easy-to-understand format, as well as providing mechanisms that allow communities to ask questions or provide feedback regarding population services.

This research is expected to provide valuable insights to improve the quality of population services and support the government's achievement efforts in realizing quality and responsive public services. To realize this is not an easy thing, because the results of observations show problems including; a) Vagueness of Service Procedures, MaPeople experience confusion or difficulty in understanding the procedures to be followed to obtain population services. This lack of clarity can hinder ease of access and cause dissatisfaction, b) limited access to services such as the location of service offices that are far or difficult to reach by public transportation, c) difficulties in using technology, some people experience difficulties or inability to access or use technology, so as to reduce ease of access, d) unavailability of clear information, people find it difficult to access information related to population services. Information that is unavailable or difficult to access can hinder the understanding and decision-making process.

2. LITERATURE REVIEW

2.1 *Ease of Service Access*

According to Davis in [1] Perceived ease of use can be defined as the level of expectation of the level of effort required to use a technology or system. Indicators of perceived ease of use include easy to learn, controllable, clear and understandable, flexible, easy to become skillful, and easy to use. When someone is increasingly convinced that the use of technology can be done easily or with minimal effort, then individual interest in using the technology will also increase. In addition to interest in use, individual perceptions of the benefits of technology will also be increasingly positive.

According to Mayer [2] Perceived ease of use can be explained as a person's belief that the use of technology does not require great effort. Perceived ease of use is the belief that the use of a technology can be done easily and understood by the individual. This reflects a positive outlook on the level of affordability and clarity in using technology, which is expected to minimize barriers and increase comfort in interaction with the technology.

Jogiyanto (2019) The perception of ease of use can be measured by the individual's belief that the use of a technology can be done clearly and without requiring much effort, but rather must be easy to use and can be operated easily. The perception of ease of use can be measured through the individual's belief that the use of a technology can be done clearly and without requiring much effort. Furthermore, it emphasizes that technology must be easy to use and can be operated easily, creating a positive perception regarding the level of ease of access and clarity in utilizing the technology. Thus, this indicator reflects individuals' subjective views on the extent to which a technology can be adopted without facing significant constraints, giving a positive impetus to their interest and desire to use the technology.

According to [4] Ease of access can be interpreted as an effort to provide facilities that are optimally aimed at facilitating access for people with disabilities. This aims to achieve equal opportunities in accessing various activities, so that there is equity in various aspects of life in accordance with the facilities and accessibility services provided for individuals with disabilities.

2.2 *Information Transparency*

Governance Accounting Standards (SAP) in [5] Explaining that transparency means providing open and honest financial information to the public by considering the public's right to obtain open and comprehensive information about the government's accountability in managing the resources entrusted to it and its compliance with laws and regulations. Transparency in this context includes providing open and honest financial information to the public. This is based on the consideration that the public has the right to obtain open and comprehensive information about how the government is responsible for managing the resources entrusted to it and the extent to which the government complies with applicable laws and regulations. In other words, transparency creates broad accessibility of information, allowing the public to better understand how government policies are implemented and how public funds are managed.

According to Hadi in [5], transparency is a principle that guarantees the right of access or freedom for every individual to obtain information related to the administration of

government. This includes information about the policy, the policy-making process, its implementation, and the results that have been achieved. Transparency reflects policies that are open to oversight, and the information in question is data on various aspects of government policy that can be accessed by the general public. Transparency can be interpreted as a principle that guarantees the right of access or freedom for every individual to obtain information related to the administration of government. This principle involves providing information about policies, policy-making processes, their implementation, and the results that have been achieved by the government. Transparency not only includes the availability of information, but also reflects policies that are open to oversight by the public. The information referred to in this context includes data on various aspects of government policies that can be accessed by the general public. Thus, transparency aims to provide broad access to individuals in order to better understand and supervise the running of government.

Transparent, in accordance with Permendagri Number 113 of 2014 in [6] Refers to the principle of openness that facilitates the community to understand and get maximum access to information about village finances. Transparency in this context refers to the principle of openness which aims to facilitate the community to understand and get maximum access to information about village finances. This principle includes the availability of clear and open information, allowing communities to access data and information related to village finances easily. Thus, transparency provides an opportunity for the community to better understand and directly supervise the financial aspects of the village, creating a more open and accountable environment in the management of local government financial resources.

The quality of village administration services also involves transparency in the administrative process. Village governments must carry out their administrative duties transparently, prioritize the principle of accountability, and provide adequate access to information to the community [7]

2.3 Population Service Satisfaction

[8] Explains that consumer satisfaction is a person's emotional response that arises after assessing the performance or results of a service, compared to the expectations he has. Consumer satisfaction is an individual's emotional response that arises after evaluating the performance or results of a service, compared to the expectations he has. The evaluation creates an emotional response, both in the form of satisfaction when results meet or exceed expectations, or disappointment if results do not match previously established expectations.

[9] Explaining that customer satisfaction refers to the level of feeling a person feels after making a comparison between the performance or results they experience with the expectations they have. Customer satisfaction reflects an individual's level of feeling after making a comparison between the performance or results they experienced with the expectations they had. This evaluation can form a variety of emotional responses, including satisfaction if performance meets or exceeds expectations, or conversely, disappointment if performance does not match preconceived expectations. In other words, customer satisfaction is rooted in subjective perceptions of the extent to which a product or service meets or exceeds those individual expectations.

[10] Defines customer satisfaction as the result of accumulated consumer or customer experience when using products and services. Customer satisfaction is manifested when, after making a purchase and using a product, consumers find that the quality of the product meets their expectations. If consumers are satisfied with the services provided, the company will get direct response and feedback from customers, and create a positive signal that the company prioritizes customer satisfaction. When consumers are satisfied with the services provided by the company, this not only triggers a positive response, but also generates direct feedback from customers. In addition, customer satisfaction manifested in this positive experience creates positive signals that indicate that the company has a primary focus on customer satisfaction. This response and feedback can take the form of positive testimonials, recommendations to others, or higher customer loyalty. Therefore, creating customer satisfaction is not only the ultimate goal in the company's services, but also a sustainable investment in building long-term relationships with consumers.

[11] states that consumer satisfaction is the degree to which a person feels after evaluating his perceived performance or results based on comparisons with his expectations. If the performance exceeds expectations, consumers will feel satisfied, but conversely, if the performance does not meet expectations, consumers will feel disappointed. Consumer satisfaction reflects the level of a person's feelings after evaluating the performance or results obtained, which are then compared with his expectations. If the performance of a product or service exceeds the expectations that consumers have, the result is a positive feeling of satisfaction. Conversely, if performance is not in line with expectations, consumers tend to feel disappointed. Therefore, consumer satisfaction is not just the result of the transaction, but also an emotional indicator that arises from the comparison between real experiences and existing expectations. Companies that are able to exceed consumer expectations tend to build strong and positive relationships with customers, creating a foundation for long-term loyalty and support.

3. METHODS

In this study, the approach used was a quantitative method involving 51 respondents as a research sample. The sampling technique applied is Accidental Sampling, where respondents are selected by chance or based on their availability when the research is conducted. Quantitative methods allow the collection of data that can be analyzed statistically to get a more objective and measurable picture related to the variables studied. The selection of respondents through Accidental Sampling provides flexibility in sampling, which can facilitate research in achieving the desired number of respondents in practical conditions.

4. RESULTS AND DISCUSSION

Based on the results of the feasibility test, it was found that the R Square value in this study was 0.704, which is equivalent to 70.40%. This value indicates that ease of service access (X1) and information transparency (X2) contribute 70.40% to the dependent variable, namely Population Service Satisfaction (Y). Meanwhile, the remaining 29.60% indicated that there were other factors beyond Ease of Service Access and Information transparency that influenced this study.

Table 1. Regression Test Results

Variable	Standardized Coefficient Beta	T	Sig	Information
Constant	2.068	2.236	0.222	
Ease of Service Access	0.577	4.670	0.000	Significant
Information Transparency	0.308	2.495	0.016	Significant

The Effect of Ease of Service Access on Population Service Satisfaction

The results of the analysis show that there is a positive and significant relationship between Ease of Service Access (X1) and Population Service Satisfaction (Y). These findings confirm the results of [1]; [12]; [2]; [13]; [14]; [15].

In this context, when people perceive that population services can be easily accessed without significant barriers, their level of satisfaction with those services tends to increase significantly. Ease of access to services is a key factor that contributes to the positive experience of people in using population services. Easily accessible facilities can include online service availability, strategic physical locations, and simple and efficient administrative procedures. The importance of this positive relationship lies in the potential to increase community participation in using population services and create a positive image of service providers. This can have the effect of increasing people's confidence in the population system and, in the long run, strengthening their involvement in administrative processes and public services.

Ease of access to services creates a positive experience for the community, minimizes administrative barriers, and increases comfort in interacting with the population system. Factors such as easy location, simple procedures, and availability of clear information can be important elements in ensuring this ease of access. The positive impact of this relationship may also involve increased community participation in population programs, data reporting, or use of other services. In addition, people who feel that population services are easily accessible may be more likely to contribute to the success of government initiatives related to population data and population administration.

By understanding the importance of Ease of Service Access in improving Population Service Satisfaction, service providers can design more effective policies and strategies to meet the needs and expectations of the community, and strengthen their trust in the population system.

The Effect of Information Transparency on Population Service Satisfaction

The results of the analysis show that there is a positive and significant relationship between Information Transparency (X2) and Population Service Satisfaction (Y). These findings confirm the results of [16]; [17]; [2]; [18]; [15] and [19]

In this context, a high level of information transparency on population services has a significant positive impact on community satisfaction. Information transparency refers to the clarity, openness, and availability of information provided to the public related to population services. These findings show that when people feel that the information provided by service providers is transparent, they tend to feel more satisfied with the process and results of the service.

Factors that can improve information transparency include the provision of clear information about service procedures, community rights and responsibilities, and policies related to population data. Transparent information management can create public trust in service providers and provide confidence that their personal data is well managed.

By understanding the importance of Information Transparency in improving Population Service Satisfaction, service providers can design more open communication strategies, increase information accessibility, and build positive relationships with the community. This can help create

a more transparent service environment, meet community expectations, and improve the overall effectiveness of population services.

CONCLUSION

Ease of access to services has a significant impact on population service satisfaction. This means that the availability of facilities that are easily accessible or accessible to the community in accessing population services positively affects their level of satisfaction with these services. Affordability and open access can make it easier for individuals to access population information and services without significant barriers.

Information transparency has a significant influence on population service satisfaction. Information transparency refers to the availability and clarity of information provided by service providers to the public. When the information provided is transparent, clear, and easily accessible, it tends to increase people's satisfaction with population services. People feel more informed, have greater trust, and can make better decisions.

Thus, these two factors, namely ease of access to services and transparency of information, each play an important role in shaping the level of public satisfaction with population services. Improvement in these aspects can be an effective strategy to improve service quality and strengthen positive relationships between service providers and communities.

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