

# The Effect of Communication Skills of Civil Servant in Public Service on Community Satisfaction

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**Abstract.** This study aims to examine the effect of the communication skills of civil servants in public service activities on community satisfaction. This study uses a quantitative method with a causality correlation approach. Communication skills as the dependent variable are measured using the Interpersonal communication skill scale. Community satisfaction in public services as an independent variable is measured using the Community Satisfaction Scale. Respondents in this study are Makassar people who often access or get public services. The data analysis technique used is simple regression analysis and descriptive statistics. The results showed that the communication skills of civil servants in public service activities had a significant effect on people's satisfaction. This finding shows that the communication ability of public service providers is an important thing that must be considered in public services. Therefore, in the future, material on communication skills needs to be integrated into training materials to increase the capacity of civil servants.

**Keywords:** Communication Skills, Civil Servants, Public Service, Community Satisfaction.

## 1 Introduction

There are five dimensions that need to be considered in public services which consist of aspects of tangibles, reliability, assurance, responsiveness, and empathy. These five aspects greatly affect the quality of the public services provided. Tangibles include physical facilities, equipment and communication facilities provided or used by service providers and users. Reliability, namely the ability to provide promised services to customers and provide services responsively. Assurance can be defined as the knowledge, ability, courtesy and trustworthiness of service providers. Responsiveness is the desire of service providers to help service users and provide services responsively, while Empathy can be interpreted as ease of relationship, good communication, and understanding the needs of customers [1]–[3].

There are several previous studies that have examined the factors that affect the quality of public services. There are studies conducting the role of the tangibles aspect in improving the quality of public services [4], [5]. Other studies examined how the responsiveness of service providers affects in providing services to the community [6], [7]. This aspect can be categorized as an aspect of Reliability and Responsiveness. In addition, one of the factors that influence customer satisfaction is the assurance aspect which can be defined as knowledge, courtesy, and the

ability of service providers to foster customer trust in the company [8], [9]. It consists of several components including communication, credibility, security, competence, and courtesy. Aspects of assurance and empathy have something in common, namely that these two aspects require service providers to have good communication skills which can later lead to a positive response from service users [8].

Studies on communication skills in public services tend to be less carried out, even though several previous studies have proven that aspects of assurance and empathy are two important dimensions that need to be considered in improving the quality of public services. However, most of the studies examining aspects of assurance and empathy focus on the knowledge or cognitive aspects of service providers [10], [11]. Communication skills have an important role in public services because in providing services, service providers must of course be able to communicate their views and suggestions to service users properly and politely. The formation of good communication will not only give satisfaction to the public but will also lead to the efficiency of services carried out by the government.

Several previous studies have also proven that communication variables in organizations greatly support employee work activities through interaction with one another, motivate employees at work and through communication within the organization can

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foster good relations between leaders and employees [12]–[14]. This study examines how the influence of the communication skills of state civil servants in public service activities on community satisfaction as users of public services. This study focuses on civil servants because most of the previous research only focused on private employees. In addition, several previous studies have also shown that civil servants or ASN employees tend to lack individual capacity building compared to private employees [15], [16].

The expected results through the research are in the form of recommendations on the importance of improving the quality of civil servants, especially in the aspect of effective communication in providing public services. The purpose of this study is to find out how the level of communication skills of state civil servants and to find out how the influence of communication skills of state civil servants to public satisfaction as service users.

## 2 Research Method

The type of research used in this study is quantitative using a causal approach. Through this approach, we can clearly see how the communication skills of civil servants as service providers affect people's satisfaction. Data collection techniques used in this study consisted of interviews, observations and questionnaires. The type of observation used in this study is participant observation. Observations made in this study were researchers made direct observations in several locations that allow communication between service providers and service users. Through observation, researchers can see how the general description of the communication process and the community's response to the communication skills of civil servants in providing services. The type of interview used in this study is an open interview. Researchers do not have specific guidelines in conducting interviews. Interviews in this case were conducted with the community as service users.

The communication skill scale developed by Teramachi et al. (2011) was used to find out how the communication skills of civil servants [17]. In addition, to measure the satisfaction of public services to the community, the service user satisfaction assessment instrument developed by Lupiyodi (2015) was used [18]. There are five dimensions in this scale, namely, physical evidence, reliability, responsiveness, assurance and empathy. Before taking data, the questionnaire that will be used is tested for validity and reliability. This is done to determine whether or not each item in the questionnaire is appropriate to measure the research variables. The data analysis technique used in this study is the percentage technique using categorization, both the variable of communication ability of the state civil apparatus and the variable of community service satisfaction. The following is the categorization of data from the two variables:

**Table 1.** Categorization of Data Variable

Interval	Categorization
$X \leq M - 1,5 \sigma$	Very Low
$M - 1,5 \sigma < X \leq M - 0,5 \sigma$	Low
$M - 0,5 \sigma < X \leq M + 0,5 \sigma$	High
$M + 0,5 \sigma < X \leq M + 1,5 \sigma$	Very High

M= hypothetical mean  
 $\Sigma$  : hypothetical Standard deviation  
 (Azwar, 2004)[19]

The type of validity used is corrected item-total correlation. This analysis correlates each item's score with the total score and corrects the overestimated correlation coefficient value. The test criteria are if r count  $r$  table (2-sided test with sig. 0.05) then the instrument or question items have a significant correlation with the total score (declared valid). Meanwhile, if r count  $< r$  table (2-sided test with sig. 0.05) then the instrument or question items are not significantly correlated with the total score (invalid). Reliability was measured using the Cronbach alpha method. If the value of alpha  $> 0.7$  means sufficient reliability (sufficient reliability) while if alpha  $> 0.80$  this suggests all items are reliable and all tests are internally consistent because they have strong reliability. To find out how much influence the independent variable has on the dependent variable, the researchers used simple linear regression analysis.

## 3 Results and Discussion

### 3.1 Interpersonal Communication Ability Variable

There are 2 important aspects that support the success of interpersonal communication, namely trust and sportsmanship. The following is data regarding the level of interpersonal communication skills of civil servants, especially indicators of trust:

**Table 2.** Interpersonal Communication Ability Level Indicator 1 (Attitude of Trust)

Interval	Categorization	Frequency	Percentage (%)
$X \leq 26.25$	Very Low	8	7.69
$26.25 < X \leq 33.75$	Low	32	30.77
$33.75 < X \leq 41.25$	High	46	44.23
$X > 41.25$	Very High	18	17.31
Total		104	100

Number of Item: 15  
 Hypothetical mean: 37.5  
 Hypothetical Standard deviation: 7.5

Table 2 explains that most of the interpersonal communication skills of civil servants for the aspect of trust are in the high category. However, there are 30.77% of respondents think that the communication skills of civil servants for the aspect of trust are in the low category. The attitude of trust aims to make others open in expressing their thoughts and feelings to the

listener, so that a close and deep relationship will be established between the listener and the speaker. The second aspect of being an indicator in interpersonal communication is sportsmanship. The following is data regarding the level of interpersonal communication skills of civil servants, especially indicators of sportsmanship:

**Table 3.** Interpersonal Communication Ability (sportsmanship)

Interval	Categorization	Frequency	Percentage (%)
$X \leq 17.5$	Very Low	10	9.62
$17.5 < X \leq 25$	Low	48	46.15
$25 < X \leq 27.5$	High	34	32.70
$X > 27.5$	Very High	12	11.53
Total		104	100

Number of Item: 10  
 Hypothetical mean: 25  
 Hypothetical Standard deviation: 5

Table 3 explains that most of the interpersonal communication skills of civil servants for the aspect of sportsmanship are in the low category, which is 46.15%. Sportsmanship focuses on several aspects such as conveying feelings and perceptions without judging, being problem-oriented, which is communicating the desire to work together to find solutions to problems. In addition, this aspect also focuses on being honest and empathetic, as well as respecting and respect the differences in views and beliefs that exist. The sportsman aspect is also very concerned with professionalism, namely the willingness to review his opinion and be willing to admit mistakes. The following is data related to how the level of interpersonal communication skills of civil servants is seen from the combination of aspects of trust and sportsmanship.

**Table 4.** Level of Interpersonal Communication Ability in General

Interval	Categorization	Frequency	Percentage (%)
$X \leq 43.75$	Very Low	9	8.66
$43.75 < X \leq 56.25$	Low	40	38.46
$56.25 < X \leq 68.75$	High	40	38.46
$X > 68.75$	Very High	15	14.42
Total		104	100

Number of Item: 25  
 Hypothetical mean: 62.5  
 Hypothetical Standard deviation: 12.5

Table 4 shows that most of the participants rated the interpersonal communication skills of civil servants as being in the low (38.46%) and high (38.46%). Based on these data, it can be concluded that almost 50% of respondents think that the communication skills of civil servants still need to be improved.

### 3.2 Variables of Community Satisfaction with Public Service

The Community Satisfaction Index is information about the level of community satisfaction obtained from the results of quantitative measurements of people's opinions in obtaining services from public service providers by comparing their expectations and needs.

**Table 5.** Level of Community Satisfaction with Public Services

Interval	Categorization	Frequency	Percentage (%)
$X \leq 43.75$	Very Low	12	11.54
$43.75 < X \leq 56.25$	Low	48	46.15
$56.25 < X \leq 68.75$	High	29	27.89
$X > 68.75$	Very High	15	14.42
Total		104	100

Number of Item: 25  
 Hypothetical mean: 62.5  
 Hypothetical Standard deviation: 12.5

In this study, in evaluating the quality of services provided to the community, 5 main dimensions were used based on indicators that had been developed by Lupiyodi (2015) which consisted of five important elements, namely, physical evidence, reliability, responsiveness, assurance and empathy. Table 5 shows that most of the people's satisfaction with public services is in the low category (46.15%). However, it is undeniable that there are about 42.30% of the people who have a high and very high level of satisfaction with the performance of civil servants' services. For more details, table 6 describes the level of public satisfaction with public services based on 5 indicators.

**Table 6.** Level of Community Satisfaction with Public Services Based on Indicators

Indicators	Mean	Categorization
Tangible	4	High
Reliability	4	High
Responsiveness	3.4	High
Assurance	3	Low
Empathy	2.8	Low

Table 6 shows that there are 2 indicators of the community satisfaction variable which are in the low category compared to the other 3 indicators. The two indicators are aspects of assurance and empathy. Assurance aspects include knowledge, courtesy, and ability civil servants to foster public trust as service users. The empathy aspect focuses on giving sincere and individual attention to the community. Civil servants are expected to have understanding and knowledge of society, and understand the specific needs of the community

### 3.3 The Effect of Interpersonal Communication on Community Satisfaction

To determine the effect of interpersonal communication skills on people's satisfaction, a simple regression analysis was carried out. However, before doing the reliability test and normality test as a prerequisite test before performing regression analysis

**Table 7.** Reliability Test

Scale	Nilai Cronbach's Alpha
Interpersonal Communication Skill	,792
Community Satisfaction	,779

Table 7 shows that the two research variables have Cronbach's Alpha values above 0.7, so it can be concluded that both variables are included in the reliable category.

**Table 8.** Normality Test

	Kolmogorov-Smirnov <sup>a</sup>		
	Statistic	df	Sig.
Communication Skill	,098	103	,055
Community Satisfaction	,127	103	,070

Table 8 shows that the significance value of the two variables is greater than 0.05, so it can be concluded that the data is normally distributed

**Table 9.** Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,940 <sup>a</sup>	,884	,883	2,274

a. Predictors: (Constant), Interpersonal Communication Skill

b. Dependent Variable: Community Satisfaction

Table 9 shows that the value of R square is 0.884. This shows that the influence of the variable interpersonal communication skills on community satisfaction is 88.4%.

**Table 10.** ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4827,569	1	4827,569	933,189	,000 <sup>b</sup>
	Residual	636,303	103	5,173		
	Total	5463,872	104			

a. Dependent Variable : Community Satisfaction

b. Predictors : (Constant), Interpersonal Communication Skill

Table 10 shows that the calculated F value is 933,189 with a significance of 0.000. This shows that the model resulting from this regression test can predict the

community satisfaction variable. Furthermore, it will be seen whether the variable of civil servant communication ability has a significant effect on community satisfaction. For more details can be seen in the following table:

**Table 11.** Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	45,064	1,066		42,271	,000
	Interpersonal Communication Skill	,726	,024	,940	30,548	,000

a. Dependent Variable : Community Satisfaction

Table 11 shows that the significance value of the communication ability variable is 0.000. The significance value <0.05, it can be concluded that the interpersonal communication skills of civil servants have a significant effect on community satisfaction. The findings of this study support the findings of previous studies which show that one of the factors that can affect people's satisfaction in public services is the communication ability of service providers [20]–[22].

The previous studies explain that interpersonal communication skills are expected how service providers can establish positive social relationships with the community as service users. In evaluating the quality of services provided to the community, 5 main dimensions are used in the form of physical evidence, reliability, responsiveness, assurance and empathy [18]. There are 2 dimensions that are related or required communication skills to achieve the target of these dimensions, namely aspects of assurance and empathy. Assurance aspects include courtesy and ability civil servants to foster public trust as service users. The empathy aspect focuses on giving sincere and individual attention to the community as service users. Therefore, it can be concluded that interpersonal communication skills have an important role in increasing people's satisfaction

## 4 Conclusion

The findings of the study indicate that one of the important variables that can significantly influence public satisfaction in public services is the interpersonal communication ability of service providers, which in this study focused on service providers of civil servants. Interpersonal communication skills include how service providers can foster public trust as service users by providing confidence through verbal and nonverbal speech. In addition, communication skills in this study also include how service providers can give genuine and individual attention to the community as service users.

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