

Investigating the Antecedents of Green Society Satisfaction (GSS): Collaborative Good Government Practices (CGGP) as Mediating Variable An Empirical Study in Pontianak City

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Abstract

In streamlining and making services efficiently to the community the local government is demanded to be able to make service innovations that support the improvement of the quality of services to the community. Service quality relates to products, services, people, processes and the environment that can meet the needs of those who receive these services. The aim of current research is investigating the antecedents of Green Society Satisfaction (GSS) mediated by Collaborative Good Government Practices. Structural Equation Modeling with AMOS is deployed to analyze the data. Data collecting method is survey with distributing questionnaires. A large number of sample is required, where the society in Pontianak as the population. Some criteria are designed in order to obtain wanted samples. Purposive sampling is used with non-purposive sampling technique. Cronbach's Alpha values, Regression Weights, Absolute, Incremental, Parsimony Fit Measurements, and Variables, Standardized Loading, α , Error, CR and EVA are within rule of thumbs. The research findings demonstrated that all proposed hypotheses are accepted. Reliability Advantages, Responsiveness Advantages, Assurance Capability, Empathy and Tangibles respectively show the positive significant as the antecedent of Green Society Satisfaction mediated by Collaborative Good Government Practices. This is to claim that government offices have deeply taken into consideration that good government practices is a must in delivering and offering services.

Keywords: Reliability Advantages, Responsiveness Advantages, Assurance Capability, Empathy, Tangibles, Collaborative Good Government Practices, Green Society Satisfaction

Introduction

Public service is an embodiment and elaboration of the duties and functions of the government apparatus in the framework of carrying out public tasks of government and development. The implementation includes the activities of regulating, fostering and encouraging as well as meeting the needs or interests of all aspects of community activities, especially their participation in the implementation of development. Then to realize these things, the delivery of services to the community is carried out by service units. There are various studies concern on urban excellence service, some of them are worth to mention such as Service quality in rural development (Saraei & AmirM.Amini, 2012); Service excellence and Service quality of urban enhance sustainable mobility (Mugion, Toni, Raharjo, Pietro, & Sebathu, 2018); Service quality of urban (Wong & Szeto, 2018) ; Cultural ecosystem services in urban areas of Beijing Yuehan (Dou, Zhen, Groot, Du, & Yu, 2017); ptimizing strategy of service for an urban (Lia, Maa, Luana, Zhoua, & Xiongb, 2018)

Moreover, Public Services are all service activities carried out by public service providers in an effort to meet the needs of service recipients and the implementation of statutory provisions. The services provided to the public or the public are quality services and in accordance with community expectations. Quality of service or service standard is a predetermined measure to measure the service provided is good or not, which has been determined in the service standard

there are also service quality standards. The implementation of excellence service continuous on tourism such as Convenience to maintain visits (Chang, Chen, Pang, Chen, & Yen, 2013); International tourist service quality (Chen, 2013); Approaches on quality and tourism services (Butnaru & Miller, 2012); Measuring Service Quality in Tourism Industry (Țițua, Răulea, & Țițu, 2016).

Service quality relates to products, services, people, processes and the environment that can meet the needs of those who receive these services. One of the standards of public service is excellent service, which means excellent service and or the best service provided to the public as a recipient of services in accordance with applicable service standards or that are owned by an agency that provides services. One of the goals of excellent service is to achieve community satisfaction. Tourism cannot be separated from air travel, name some of most recent studies such as Service quality in the airport (Lubbe, Douglas, & Zambellis, 2011); Airline service quality (Choua, Liub, Huang, Yihd, & Hanb, 2011); Evaluation of the airport service quality fuzzy (Choua et al., 2011); Service quality of airports (Pandey, 2016); Perceptions of airport service quality (Pantouvakis & Renzi, 2016); service quality of airline industry (Gupta, 2018); Hospitality and service quality (Saria, Bulutb, & Pirnar, 2016); service as A warm welcome (Widerstedt, Månsson, & Rosdahl, 2018): Assessing daily tour service quality (Caber & Albayrak, 2018); Destination service quality (CevatTosun, Bora, Dedeoğlu, &

Fyall, 2015); SERVQUAL analysis of public bus transport services (Sama, Hamidu, & Danielsb, 2018).

There should be new innovation on service to sustain and maintain a good performance. Others studies concerning public services, Service innovation (Zheng, Lin, Chen, & Xu, 2018); Dynamic service environment (Barakat, Miles, & Luck, 2018); An exploration of online service failure and recovery strategies (Azemia, Ozuemb, Howelc, & Lancasterd, 2018); An improved energy efficient quality of service (Shukla & Kumar, 2018); Measure the service quality in certification & inspection industry (Liu, Cuia, Zeng, Wu, & Wang, 2015); Exploratory of service quality (Briggsa, Sutherlanda, & Drummond, 2007); Assessing Service Quality (Hashim Fadzil Ariffina*, Saadiah, Abdullah, & Bibon, 2012); Social values of ecosystem services (Paudyal, Baral, & Keenan, 2018); Empowerment on service quality (Lin, Wu, & Ling, 2017); Quality of service to customers (Molinos-Senantea, Gómezd, Caballerod, & Sala-Garrido, 2017); Perceived service quality (K. Lee & Yu, 2018); Banking service quality perception (Fragoso & Espinoza, 2017); Family-planning service quality (Darney, Saavedra-Avendano, Sosa-Rubi, Lozano, & Rodriguez, 2016); Assessment of sanitation service quality (Alam & Mondal, 2018); Benchmarking of service quality (H. Lee & Kim, 2014); Competition and service quality (Greenfield, 2014); Service quality as drivers of customer loyalty (Baumann, Hoadley, Hamind, & Nugraha, 2017); Contemplating service failure (Su & Teng, 2018).

Some authors are also attracted to know more online services, mention some most recent study are Digital Library Service Quality (Ahmad & Abawajy, 2014); E-Service Quality and E-Recovery Service Quality (Zehira & Narcikarab, 2016); Healthcare service quality (Jang, Kim, & Lee, 2016); Service quality in face book-based (Hsu, Qing, Wang, & Hsieh, 2018); Quality of traditional services to the quality of local e-Government online services (Sá, Rocha, & Cota, 2016); Internet service providers' service quality (Quach, ParamapornThaichon, & CharlesJebarajakirthy, 2016); Excellence services in ducation plays important role to sustain the educational organization performance during competition Higher education service quality (Yousapronpaiboon, 2014); Matrix Service Quality of Private Higher Education (Chuia, Ahmad, Bassim, Nurnadirah, & Zaimi, 2016); Educattional service quality (Akhlaghi, Amini, & Akhlaghi, 2012); Factors affecting quality of service in schools Shu-wen (Wu, Lia, Wu, Chuang, & Kuan, 2014).

To conclude, the service quality or excellence service is need in each aspect of good governance, How does training improve customer service quality? (Shen & Tang, 2018); How regulation affects network and service quality in related market (Haucap & Klein, 2012); How store service quality affects attitude toward store brands in emerging (Diallo & Seck, 2018); Impact of service quality, trust and perceived value on customer loyalty (Rasheed & Abadi, 2014); Impact of service quality on customer satisfaction (Farooq,

Salam, Fayolle, Jaafar, & Ayupp, 2018); Imperatives of service innovation and service quality (Danjuma & Raslia, 2012); Income inequality and the quality of public services (Bhattacharya, Saha, & Banerjee, 2016); Internal Service Quality (Singh, 2016).

Community satisfaction is measured by what the community receives from services provided by what is expected by the community. Customer satisfaction is a major factor that must be considered by public service providers, because public satisfaction will determine the success of the government in organizing public services. The quality of service provided by the service provider will determine how much customer satisfaction is and reflects the success of the service. Interpersonal service quality (H.-J. Lee & Yang, 2013); Linking Service Quality, Patients' Satisfaction and Behavioral Intentions (Alimana & Mohamadb, 2016); Manufacturers Satisfaction (Rahmata & Faisal, 2016); Measurement modelling of the perceived service quality (Jomnonkwao & Ratanavaraha, 2016); Measuring Service Quality of Export (Aydemir & Gerni, 2011); Service quality, consumer satisfaction and loyalty (Meesala & Paul, 2018); Service Quality, Customers' Satisfaction (Omar, Ariffin, & Ahmad, 2016); Service Quality Analysis for Online Transportation Services (Shilvia L. Br. Silalahi, Putu W. Handayani, & Munajat, 2017); Hybrid Service Quality Evaluation (HEMALATHA, DUMPALA, & BALAKRISHNA, 2018); The effect of mobile service quality dimensions on customer satisfaction (zera, Argan, & Argan, 2013); The relative importance of

service quality dimensions in E-commerce experiences (Palese & Usai, 2018); Service quality measuring model (Chenga, Wai Ping Choi Choi, & Won, 2016); A new framework for the verification of service trust behaviors, (Jumana El-Qurna, Yahyaoui, & Almulla, 2017); A process-oriented service infrastructure (Lukáč, Sabol, Tomášek, & Furdík, 2017).

Public services that must be provided by the government are classified into two categories, namely basic services consisting of health services, basic education services, and basic needs services. The second category is general services, including administrative services, goods services and services. One of the public services provided by the government is administrative services. Administrative services are services in the form of providing various forms of documents required by the public, for example the making of Citizenship Identity Cards (KTP), Land Certificates, Birth Certificates, Death Certificates, Motorized Vehicle Ownership Certificates (BPKB), Motorized Vehicle Registration Numbers (STNK), Permits Building Buildings, Passports and so on.

In streamlining and making services efficiently to the community the local government is demanded to be able to make innovations that support the improvement of the quality of services to the community. The purpose of the current study is to investigate the antecedents of Green Society Satisfaction (GSS) mediating by Collaborative Good Government Practices (CGGP) in some Government offices in Pontianak, West Kalimantan. A

study that requires the respondent's opinion in order to find out the society responses on governmental performance. The rest of this paper is organized as follows. The following section is the literature review and hypothesis development, research method, data collection, data analysis, Results and Discussion, conclusions Research Implications, future research and acknowledgement

Literature Review and Hypotheses Development

Reliability Advantages

Reliability is defined as the very beginning service performed correctly by organization. These services could be perceived through organizations emphasizes to fulfill what they promise and more concern on results. Reliability advantages is expected to increase the collaborative Good Government Practices{(Aldawood & AL-Otaibi, 2018); (Bahadur, Aziz, & Zulfiqar, 2018); (Holweg, 2005); (Iberahim, Mohd Taufik, Mohd Adzmir, & Saharuddin, 2016); (Pakurár, Haddad, Nagy, Popp, & Oláh, 2019); (SALIHU, 2017)}. This is, somehow, to propose the following hypothesis:

H1: the high the rate of Reliability, the higher the rate of Collaborative Good Government Practices

Responsiveness Advantages

Responsiveness is defined as the willingness of employees' involvement in informing customers when the services is done and completed, focused on customers' needs and wants, promoting the services and quick

responds on customers enquiries and request (Iberahim et al., 2016). The advantages gained from delivering services is expected to enhance Collaborative Good Government Practices as well as green society satisfaction. Then, the following hypothesis is proposed:

H2a: The quicker responsiveness provide by officers, the higher the rate of Collaborative Good Government Practices

H2b: The quicker responsiveness provide by officers, the higher the rate of green society satisfaction

Assurance Capability

Assurance is defined as the rate of employees' courtesy and knowledge, as well as employee capability to transfer the confidence and trust. Assurance could be meant by keeping customers informed in accordance with their mother tongue and pay attention while listening to them, regardless nationality, age as well as education level (Aldawood & AL-Otaibi, 2018). Parasuraman also claimed that assurance is the level of attitudes, behavior and the officers ability to deliver, offer and provide friendly environment and situation, courteous, secretly as well as competent services. In accordance to the capability offered through assurance, then, propose the following hypothesis:

H3: the high the rate of assurance, the higher the rate of Collaborative Good Government Practices

Empathy

Empathy is defines as the way the customers perceived the priority, paying personal attention, security as well as cares perceived. The main core of empathy is the way how to deliver and convey the passion and feeling that the customers claimed that they are special and unique (Pakurár et al., 2019). The empathy own by the service providers is expected to leverage the rate of society satisfaction. Then, the following hypothesis is proposed:

H4: The deeper the rate of the empathy, the higher the rate of green society satisfaction

Tangibles Advantages

Tangibles could be defined as physical facilities and tools (equipment's, supplies, personnel, and means of communications materials). It is generally believed that the key factor that customer deploy to asses quality is the physical image existed (SALIHU, 2017). Those facilities and tools are managed to offer, deliver and provide the excellent service with the complimentary of cards (for payment), speed, external appearance, counters in a bank, overdraft facilities, opening hours as well as trusted transactions. The tangible as the evidence and existence of facilities are expected to increase the collaborative good government practices.

H5: The higher the rate of tangible, the higher the state of Collaborative Good Government Practices

Collaborative Good Government Practices and Green Society Satisfaction

Many authors have defined customer satisfaction in various contexts. Based on the perceptions of psychology, customer satisfaction definitions is a concept which involving the feeling of pleasure or delight as a results of expected and hoped by buying any service or consuming product (Aldawood & AL-Otaibi, 2018); (Pakurár et al., 2019). The impact of collaborative good government practices has a positive significant on society satisfaction. This is, again, to reinvestigate and propose the following hypothesis:

H6: Collaborative Good Government Practices, the higher the state of Green Society Satisfaction

Research Methods

Current research design is a descriptive survey, that is, author tried to collect data and information based on various population and society. Describing and explaining existed phenomenon within society, author gathered required data by addressing perception of at behavior, value, as well as perception. By exploring robust theories regarding on dimension and variables, current research proposed existed variables such as Responsiveness, Tangible, Reliability, Empathy and Assurance as antecedent and research consequences is Green Society Satisfaction. As many as 400 respondent (society) are considered for present study. Current research population is society in pontianak who has experiences dealing with government offices. Non probability sampling is used to determine sampling.

Table 1.
Variable Definition and Indicators

Variables	Indicators	Definition
Reliability Advantages	<ul style="list-style-type: none"> • Service Capability Provided • Service Justice Given • Worthiness of Service Cost • Maintaining Error Free Record 	Reliability is defined as the very beginning service performed correctly by organization. These services could be perceived through organizations emphasizes to fulfill what they promise and more concern on results and characterized with service capability, justice given, worthiness of services and the advantages of firms to maintain errors
Responsiveness Advantages	<ul style="list-style-type: none"> • Speed of Services • Provide a Holistic Understanding • Underlying Remit Complex Interaction • Simple Logic Aligns with Services Strategies • Sensible Business Premise. 	The advantages of firm through the speed of services, holistic understanding, remit complex interaction, service strategies and sensible business premise as well as the willingness of employees' involvement in informing customers when the services is done and completed, focused on customers' needs and wants
Assurance Capability	<ul style="list-style-type: none"> • Guaranteed Inspiration Statement • Assuring and Enhancing Concept • Ability to Satisfy Implied Needs. 	Assurance is defined as the rate of employees' courtesy and knowledge, as well as employee capability to transfer the confidence and trust, guaranteed inspiration statement, assuring and enhancing concept, ability to satisfy needs.
Empathy	<ul style="list-style-type: none"> • Courtesy and Friendliness • Understanding Customers Perfective and Feelings • Deal with Customer in a Caring Fashion • Understand the Customer Needs and Wants • Have the Customers Best Interest at Heart 	Empathy is define as the way the customers perceived the priority, paying personal attention, security as well as cares perceived, courtesy and friendliness, understanding customers perspective and feelings, dealing with customer in a caring fashion, needs and wants, as well as interest at heart.
Tangible	<ul style="list-style-type: none"> • Physical Image of the Service • Security of Services • Service Representations • Privileges Appearance 	Tangibles could be defined as physical facilities and tools (equipment, supplies, personnel, and means of communications materials, physical image of service, security of services, service representations and privileges appearance
Collaborative Good Government Practices	<ul style="list-style-type: none"> • Accountable and Responsive • Inclusive Environment • Following Rule of Law • Innovation Skills and Transparency • Consensus Oriented 	Collaborative governance which is gained from accountability, inclusive environment, following rule of law, innovation skills and transparency as well as consensus oriented, these factors will enable a better and shared understanding of complex problems that involve stakeholders and society. It will offer policy makers an opportunity to problem solving and deliver action more effectively.
Green Society Satisfaction	<ul style="list-style-type: none"> • Procedure of Services • Clarity of Officer Services • Discipline of Officers Services • Responsible Service Officers 	A pleasurable level of community or society by consumption-related fulfillment of their needs, wants, as well as desires, the satisfaction obtained from service procedure, clarity of officer services, discipline and responsibility.

Source: Literature Reviewed (2020)

Data Collection

Utilizing and deploying primary data which were obtained by distributing and a self-administered questionnaires given to respondents.

Data Analysis

The returned questionnaires then reviewed and analyzed the reliability, validity, normality data and confirmatory factor analysis test for further statistical analysis. Structural equation Modelling (SEM) with AMOS deployed to analyze the data.

Results and Discussion

Current research as a fundamental study which explores the causality relationship within exogenous and endogenous variables, all hypotheses proposed should be tested and analyzed. The first proposed hypothesis stated that the high the rate of Reliability, the higher the rate of green society satisfaction is accepted (H1). H2 which claimed that the quicker responsiveness provide by officers, the higher the rate of green society satisfaction is also accepted. The third hypothesis which stated that the high the rate of assurance, the higher the rate of green society satisfaction is also significantly accepted. The deeper the rate of the empathy, the higher the rate

of green society satisfaction as H4 is also significantly accepted. H5 which stated that the higher the rate of tangible, the higher the state of green society satisfaction is accepted (see Table 1)

The highest impact of coefficient Regression (CR) could be seen that Reliability Advantages on collaborative good government practices. This is providing the evidence that the high rate of reliability provided by government the higher the rate of collaborative good government practices (6,377). Secondly, the impact of assurance is showing 6,343. Assurance play important role to increase collaborative good government practices. Empathy aspect also proven as crucial key factor to increase the rate of green society satisfaction (5,598), followed by collaborative good government practices on green society satisfaction, Responsiveness Advantages, Tangible Advantages on collaborative good government practices and Empathy (3,668; 3,375; 5) respectively. The lowest rate but still show the significant impact is the responsiveness capability on green society satisfaction. This could be meant that from the dimension of service quality, the responsiveness advantages claimed as the lowest performance perceived by society

Table 2.
Regression Weights

Hypotheses			Estimated	S.E.	C.R.	P	Label	H
Collaborative Good Government Practices	<---	Reliability Advantage	,372	,058	6,377	***	par_24	Y
Collaborative Good Government Practices	<---	Responsiveness Advantages	,261	,071	3,668	***	par_25	Y
Collaborative Good Government Practices	<---	Tangible Advantages	,187	,056	3,375	***	par_28	Y
Green Society Satisfaction	<---	Assurance Capability	,238	,038	6,343	***	par_26	Y
Green Society Satisfaction	<---	Responsiveness Advantages	,108	,043	2,487	,013	par_27	Y
Green Society Satisfaction	<---	Collaborative Good Government Practices	,177	,036	4,931	***	par_29	Y
Green Society Satisfaction	<---	Empathy	,243	,043	5,598	***	par_30	Y

Source: Analyzed statistical outputs (2020)

Table 3.
Absolute, Incremental, Parsimony Fit Measurements

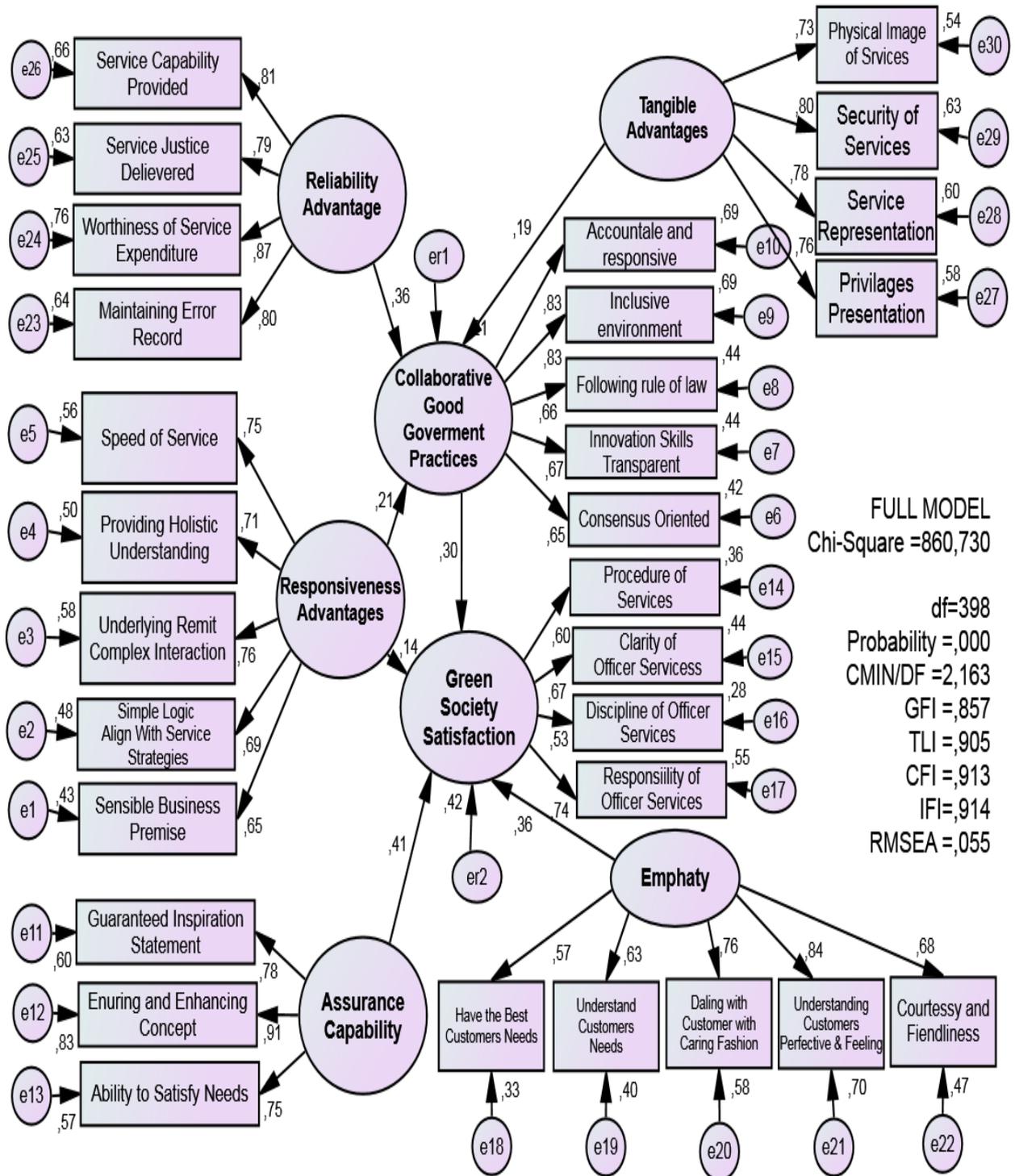
ABSOLUTE FIT MEASURES	
• CMIN/DF (<i>The Minimum Sample Discrepancy Function Divide With Degree of Freedom</i>)	2,713
• RMSEA (<i>Root Mean Square Error Approximation</i>)	0,067
• GFI (<i>Goodness of Fit Index</i>)	0,831
• <i>Chi-squared</i> (χ^2)	865,508
• <i>P(probability)</i>	0,000
INCREMENTAL FIT MEASURES	
• AGFI (<i>Adjusted Goodness of Fit Index</i>)	0,799
• TLI (<i>Tucker Lewis Index</i>)	0,873
• NFI	0,901
• CFI (<i>Comparative Fit Index</i>)	0,884
PARSIMONY FIT MEASURES	
• PNFI (<i>Parsimonious Normal Fit Index</i>)	0,513
• PGFI (<i>Parsimonious Goodness-of Fit Index</i>)	0,715
• Hoelter	169

Source: AMOS Output (2020)

All items is measured with Ten-point scale, anchored by “Strongly Disagree” and “Strongly Agree

Source: Analyzed statistical outputs (2020)

Fig 1: Full Model Testing



Source: AMOS Output (2020)

The above figure showed the full model testing with indicators

Table 4:
Variables, Standardized Loading, α , Error, CR and EVA

Variables	Variables and indicators	Loading Factors	α	Error	CR	EVA
Reliability Advantages	Reliability Advantages		.85		0,59	0,86
	• Service Capability Provided	0,81		0,66		
	• Service Justice Given	0,79		0,63		
	• Worthiness of Service Cost	0,87		0,76		
	• Maintaining Error Free Record	0,80		0,64		
Responsiveness Advantages	Responsiveness Advantages		.84		0,56	0,83
	• Speed of Services	0,75		0,56		
	• Provide a Holistic Understanding	0,71		0,60		
	• Underlying Remit Complex Interaction	0,76		0,58		
	• Simple Logic Aligns with Services Strategies	0,69		0,43		
	• Sensible Business Premise.	0,65		0,45		
Assurance Capability	Assurance Capability		0,90		0,57	0,79
	• Guaranteed Inspiration Statement	0,78		0,60		
	• Assuring and Enhancing Concept	0,91		0,83		
	• Ability to Satisfy Implied Needs	0,75		0,57		
Empathy	Empathy		,81		0,59	0,83
	• Courtesy and Friendliness	0,57		0,33		
	• Understanding Customers Perfective and Feelings	0,63		0,40		
	• Deal with Customer in a Caring Fashion	0,76		0,58		
	• Understand the Customer Needs of Wants	0,84		0,70		
	• Have the Customers Best Interest at Heart	0,68		0,47		
Tangible	Tangible		,78		0,55	0,79
	• Physical Image of the Service	0,73		0,54		
	• Security of Services	0,80		0,63		
	• Service Representations	0,78		0,60		
	• Privileges Appearance	0,76		0,58		
Collaborative Good Government Practices	Collaborative Good Government Practices					
	• Accountable and Responsive	0,83	,79	0,69	0,56	0,79
	• Inclusive Environment	0,83		0,69		
	• Following Rule of Law	0,66		0,44		
	• Innovation Skills and Transparency	0,67		0,44		
	• Consensus Oriented	0,67		0,42		
Green Society Satisfaction	Green Society Satisfaction		,87		0,52	0,80
	• Procedure of Services	0,60		0,36		
	• Clarity of Officer Services	0,67		0,44		
	• Discipline of Officers Services	0,53		0,29		
	• Responsible Service Officers	0,74		0,55		

All items is measured with Ten-point scale, anchored by "Strongly Disagree" and "Strongly Agree"

Source: Analyzed statistical outputs (2020)

The table above provided a highlight on Standardized Loading, α , Error, CR and EVA. Based on the statistical output gave the evidence that all indicators met the rule of thumbs or cut value. The Standardized Loading Factors/Lambda (λ) are more less 0.6 and considered convergent, claiming that all respondents shared the same opinion regarding on the topic given. All the α is also high that reach 1,00, his is to claim that the questionnaire used is valid. The table also showed that the value of CR showed a high score at the rate of above 0,5 and so is the value of EVA itself. In a nut-shell, this could be claimed that all variables and indicators are reflecting and mirroring as well their dimension, which is valid and reliable.

Conclusion

Having investigated the antecedents of green society satisfaction, the five dimensions of service quality (Reliability, Responsiveness, Assurance, Empathy, and Tangible) have shown the significant impact on society green satisfaction as the consequence. The sequences of the antecedent based on statistical output claimed that Reliability is the first, secondly Assurance followed by Tangible and Responsiveness, meanwhile the Empathy has lowest impact. In a nut-shell, government

offices could be claimed have implemented good government practices as the all proposed key determinant factors shown a positive significant impact on green society satisfaction.

Research Implications

Since all proposed hypotheses are significantly claimed as the antecedents of green society satisfaction, the author strongly recommended, in order to maintain and sustain good government practices, all state office or government office to firmly adapt and apply the dimension of service quality for better service deliverance.

Suggestions for further research

It is suggested that for further study is to elaborate firm sensing capability to win the competition as well as application of green technology

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