

THE INFLUENCE OF PROFESSIONALISM, DELIVERY SERVICE AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT THE BUKITTINGGI CITY SAMSAT OFFICE

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Abstract

Background - Customer satisfaction is a crucial indicator of public service performance, yet there is limited research on the integrated effects of professionalism, service delivery, and service quality on customer satisfaction in the context of developing countries. This study aims to bridge this gap by examining these relationships at the Bukittinggi City Samsat Office in Indonesia, which provides essential services related to vehicle registration and taxation.

Purpose - Drawing on the service quality literature, it is hypothesized that professionalism, service delivery, and service quality have direct and indirect effects on customer satisfaction

methodology - A quantitative approach was employed, involving a survey of 100 randomly selected taxpayers. Path analysis reveals that professionalism ($\beta = 0.263$, $p < 0.01$), service delivery ($\beta = 0.330$, $p < 0.01$), and service quality ($\beta = 0.334$, $p < 0.001$) have significant direct effects on customer satisfaction, with service quality exhibiting the strongest influence

Findings - Additionally, professionalism and service delivery indirectly affect customer satisfaction through their impact on service quality. These findings highlight the importance of fostering professionalism, efficient service delivery, and high-quality service to enhance customer satisfaction in public service organizations.

Originality - The study extends the literature by providing empirical evidence from an Indonesian public service context and offers practical implications for public service managers and policymakers seeking to improve public service performance and customer satisfaction.

Keywords: Professionalism, Service Quality, Customer Satisfaction
