Measuring Service Quality Gaps in Village Administration: A SERVQUAL-Based Approach to Community Satisfaction Assessmen

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ABSTRACT

This study examines the quality of administrative services in Sei Mencirim Village by applying the Service Quality (SERVQUAL) method. A quantitative descriptive approach was adopted, with data collected through questionnaires distributed to residents who actively use village administrative services. The research instrument was developed based on the five SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The findings indicate that all service dimensions show positive gap values between community perceptions and expectations, with an overall average gap of 0.85. This result suggests that the services provided by the village administration generally meet, and in several aspects exceed, community expectations. Among the five dimensions, assurance recorded the highest gap value, reflecting strong public confidence in staff competence and service security. In contrast, reliability showed the lowest gap value, although it remained within the satisfactory category. Overall, the study reveals that community members are satisfied with the administrative services provided by Sei Mencirim Village. Nevertheless, improving service reliability—particularly in terms of consistency, accuracy, and timeliness—remains necessary to ensure sustainable service quality. This research contributes empirical evidence on village-level public service performance and offers practical insights for policymakers seeking to improve administrative service delivery through a SERVQUAL-based evaluation framework.

KEYWORD: community satisfaction, village administration, service quality, SERVQUAL.

1. INTRODUCTION

Service quality has long been regarded as a critical determinant of user satisfaction, particularly in public service institutions where citizens interact directly with service providers. Satisfaction generally arises when the services received correspond with, or exceed, prior expectations. Conversely, dissatisfaction tends to emerge when service performance fails to meet expected standards. In this context, service quality can be understood as the outcome of a continuous comparison between expectations and actual service delivery [1], [2]. Numerous empirical studies have demonstrated that service quality significantly influences user satisfaction in both public and private sectors [3].

One of the most widely used frameworks for evaluating service quality is the Service Quality Model (SERVQUAL). This model measures service quality by identifying gaps between users' expectations and their perceptions of the services received [4]. Previous studies applying SERVQUAL frequently report discrepancies between expected and perceived performance, indicating that service quality improvement remains an ongoing challenge for many service organizations [5]. Due to its structured and multidimensional nature, SERVQUAL is particularly suitable for assessing administrative services at the village level, where service effectiveness is closely linked to community perceptions and trust [6]. In general, a SERVQUAL score below one suggests that service performance has not fully met user expectations [7].

Community satisfaction also plays an important mediating role in explaining the relationship between service quality and public trust or loyalty. High-quality services not only increase satisfaction but also strengthen institutional legitimacy in the eyes of service users [8]. SERVQUAL conceptualizes service quality through five key dimensions—tangibles, reliability, responsiveness, assurance, and empathy—which together provide a comprehensive picture of how services are perceived by the public. However, many studies report that service quality across these dimensions often remains below user expectations, highlighting the need for continuous and systematic improvement efforts [9].

Improving user satisfaction therefore depends largely on the ability of service providers to optimize service quality by consistently meeting public needs and expectations [10]. SERVQUAL-based evaluations are useful not only for measuring overall service performance but also for identifying specific dimensions that require priority attention [11]. This is particularly relevant in administrative services, where speed, accuracy, and reliability are essential to maintaining public trust [12].

In the context of village administration, service quality is influenced by multiple factors, including service system design, staff competence, and the availability of supporting facilities. Efficient service systems and professional staff performance contribute directly to higher satisfaction levels, while slow, unresponsive, or poorly organized services tend to reduce public satisfaction [13], [14], [15], [16], [17]. Moreover, effective management systems and quality control mechanisms play a crucial role in ensuring consistent service performance [18].

Given these considerations, evaluating the quality of village administrative services using a quantitative SERVQUAL approach is both relevant and necessary. Such an evaluation enables the identification of service gaps and provides empirical evidence to support continuous improvement in public service delivery [19], [20]. Recent empirical and bibliometric studies further confirm the continued relevance of SERVQUAL as a robust and adaptable framework for service quality assessment across various service sectors [21], [22].

2. METHODOLOGY

2.1. Research Design

The present study employs a quantitative descriptive research design, with the objective of systematically and structurally describing and mapping service quality. The selection of a quantitative approach is predicated on its ability to produce objective and measurable numerical data, thereby facilitating statistical processing and analysis to obtain a clear depiction of service conditions. The assessment of service quality is predominantly informed by the SERVQUAL method, a framework pioneered by Parasuraman, Zeithaml, and Berry. This method places significant emphasis on the identification of discrepancies between customers' expectations and their perceptions of the services received. This method utilizes a multiple-item scale for each service dimension, thereby facilitating comprehensive capture of respondents' evaluations and providing an overall representation of service quality.

2.2. Location and Time of the Study

The present study was conducted in Sei Mencirim Village, which is located in Sunggal Subdistrict, Deli Serdang Regency. The village was selected as the research location because it is an area that provides public services to the community, thereby enabling the direct observation and analysis of the quality of these services. The selection of this location was also informed by considerations of accessibility for researchers and the availability of representative respondents to obtain primary data through questionnaires and field observations.

2.3. Data Collection Techniques

The population of this study consists of residents of Sei Mencirim Village who utilize village administrative services. The sample size of the study comprised 40 respondents who were selected using purposive sampling. The study's data collection approach entailed the direct procurement of primary data from the respondents themselves, thereby ensuring the integrity of the research findings. Primary data were collected through field observations conducted regularly throughout the research period to obtain a realistic overview of the conditions and processes of ongoing service delivery. Furthermore, data were collected through the administration of questionnaires to community members who were service users. The objective of this data collection method was to ascertain the level of public satisfaction with the public services provided. This approach was selected to ensure that the data obtained are current, objective, and accurately reflect the community's perceptions of the existing service conditions in Sei Mencirim Village.

2.4. Research Instruments

The SERVQUAL components consist of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The dimensions and indicators employed in this study are delineated in the following Table 1.

Table 1. SERVQUAL Dimensions and Indicators

DIMENSION	INDICATORS
TANGIBLES	T1: The village office/service counter appears clean, orderly, and well maintained. T2: Adequate supporting facilities are available for community members. T3: The appearance and dress of village staff are neat and professional.
RELIABILITY	R1: Village staff always complete administrative processes accurately. R2: Village staff consistently meet the agreed timelines for document or service completion. R3: Village staff provide consistent and reliable information regarding service procedures.
RESPONSIVENESS	N1: Village staff respond promptly and attentively to community needs. N2: Village staff are willing to immediately assist community members who experience difficulties in administrative processes. N3: Village staff do not allow community members to wait excessively long to receive services.
ASSURANCE	A1 Village staff possess sufficient knowledge and expertise to address all administrative procedure inquiries. A2: Village staff consistently demonstrate politeness, friendliness, and foster trust among community members. A3: Village staff ensure the confidentiality and security of community administrative data and documents.
EMPATHY	E1: Village staff provide individual attention to each community member and their specific needs. E2: Village staff show care and actively listen to community complaints and feedback. E3: Village staff operate during working hours that are flexible and convenient for community needs.

An investigation into the quality of service was conducted using the SERVQUAL method. The SERVQUAL method is a technique that employs a five-point Likert scale, with the lowest value set at 1 and the highest value set at 5. This scale was used to assess respondents' attitudes and perceptions toward service indicators within the same service dimensions by positioning their evaluations along a continuous assessment range. In instances where respondents' expectations exceed their perceived performance, the level of customer satisfaction may be deemed inadequate.

2.5. Research Stages

The research commenced with a comprehensive literature review and field observations to ascertain the research object, subsequently followed by problem formulation and the establishment of research objectives. Subsequently, the research instruments were developed by defining the variables and selecting respondents. The questionnaires were distributed to the community as the primary data collection tool. Prior to the initiation of the study, the instruments were subjected to validity and reliability tests to ensure their suitability. Following the determination that the instruments were suitable, the data were processed through the calculation of perception (P) scores and expectation (E) scores. These scores were then analyzed using the SERVQUAL method to identify discrepancies between the services perceived and those expected by the community. The research stages culminated in the formulation of conclusions derived from the analysis findings.
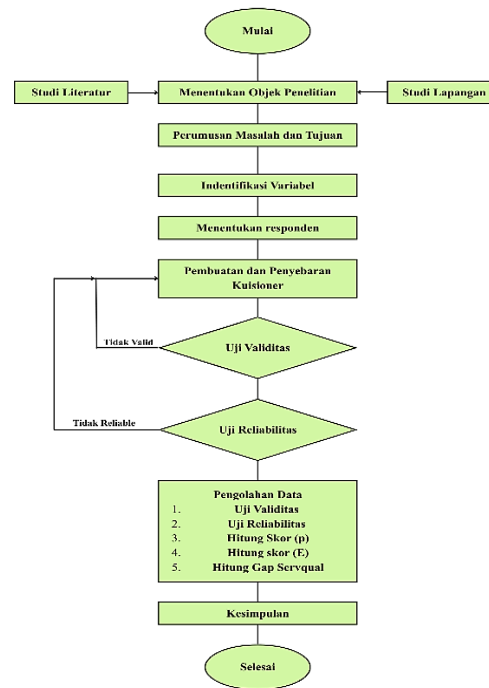
Figure 1. Research Methodology Stages

Figure 1 illustrates the stages carried out in the study to ensure data validity and the accuracy of field data analysis results.

3.   RESULTS AND DISCUSSION

3.1. Validity Test

The objective of the validity test was to evaluate the questionnaire instrument's precision in assessing service quality, expectation levels, and perception levels. The study's validity was established through a content validity approach, and the statistical analysis was conducted using the Pearson Product Moment correlation method. This method involved correlating the score of each statement item with the total score.

Table 2. Validity Test Results

Dimension	R table	Perception	Expectation	Description
T1	0,312	0,463	0,557	Valid
T2	0,312	0,388	0,553	Valid
T3	0,312	0,602	0,682	Valid
R1	0,312	0,494	0,534	Valid
R2	0,312	0,764	0,749	Valid
R3	0,312	0,686	0,631	Valid
N1	0,312	0,432	0,591	Valid
N2	0,312	0,615	0,615	Valid
N3	0,312	0,613	0,712	Valid
A1	0,312	0s,515	0,651	Valid
A2	0,312	0,540	0,524	Valid
A3	0,312	0,417	0,444	Valid
E1	0,312	0,346	0,585	Valid
E2	0,312	0,336	0,543	Valid
E3	0,312	0,63	0,593	Valid

Source: Primary data processed using SPSS 31

The test results indicate that all statement items have significance values less than 0.05 with positive correlation coefficients. Therefore, all questionnaire items are declared valid and appropriate for use as research data collection instruments.

3.2. Reliability Test

The reliability test employed an internal consistency approach using the Cronbach's Alpha method, which functions to measure the degree of relationship or correlation among the statement items in the questionnaire.

Table 3. Reliability Test Results

Cronbach's Alpha	Total
Persepsi	0,799
Harapan	0,872

Source: Primary data processed using SPSS 31

The calculation results indicate that the obtained Cronbach's Alpha value exceeds the minimum standard of 0.70, suggesting that all statement items are reliable and trustworthy. Therefore, the questionnaire used is an appropriate research instrument for measuring service quality and evaluating attributes based on community perceptions.

3.3. SERVQUAL Data Analysis

A rigorous investigation was conducted to ascertain the extent to which services in Sei Mencirim Village align with community expectations regarding service quality. To this end, the research data were meticulously analyzed using the SERVQUAL approach. The objective of this data processing was to generate SERVQUAL gap values for each service characteristic that was evaluated. The SERVQUAL method was implemented through three calculation stages: first, the average expectation score was calculated; second, the average perceived performance (perception) score was calculated; and third, the difference between the two was computed, referred to as the SERVQUAL gap value. In instances where the perceived performance score exceeds the expectation score, a positive gap is obtained, thereby indicating user satisfaction. Conversely, a negative gap emerges when the expectation score exceeds the perceived performance score, signifying dissatisfaction with the service. The interval values derived from the data analysis were then used as the basis for classifying the level of service quality. The results of the SERVQUAL calculations are presented as follows:

Table 4. SERVQUAL Calculation Results

Dimension	Item	Perception	Expectation	GAP (P-E)
Tangible	1	4,50	3,13	1,37
	2	4,43	3,35	1,08
	3	3,78	3,72	0,06
Reliability	1	4,05	3,83	0,22
	2	4,03	3,73	0,30
	3	4,25	3,58	0,67
Responsiveness	1	4,58	3,43	1,15
	2	4,30	3,30	1,00
	3	3,70	3,20	0,5
Assurance	1	4,38	3,05	1,33
	2	4,38	3,38	1,00
	3	4,58	3,23	1,35
Empathy	1	4,53	3,33	1,20
	2	4,33	3,63	0,70
	3	4,18	3,45	0,73

As illustrated in Table 4, the dimensions of SERVQUAL demonstrate positive gap values, signifying that community perception scores exceed expectation scores. This finding suggests that the service quality provided has met and even exceeded the expectations of service users.

The gap values obtained for each dimension fall within the good category, reflecting that the aspects of tangibles, reliability, responsiveness, assurance, and empathy have been perceived satisfactorily by the

community. Subsequent to the collection of data, the results were summarized according to the five SERVQUAL dimensions, as presented in Table 5, to facilitate further analysis.

Table 5. Average Gap Values by SERVQUAL Dimensions

Dimension	Average Perception	Average Expectation	GAP (P-E)
Tangible	4,24	3,40	0,84
Reliability	4,11	3,71	0,40
Responsiveness	4,19	3,31	0,88
Assurance	4,45	3,22	1,23
Empathy	4,35	3,47	0,88
Total	64,00	51,34	
Average	4,27	3,42	0,85

The cumulative result of this study indicates a positive gap value of 0.85, suggesting that the service quality perceived by the community currently surpasses public expectations.

When evaluated across each service quality dimension, all dimensions exhibited positive gap values, indicating that the community expressed satisfaction with all aspects of the services provided. The Assurance dimension demonstrated the highest gap value of 1.23, followed by the Responsiveness and Empathy dimensions, each exhibiting a gap value of 0.88. Concurrently, the Tangibles dimension exhibited a gap value of 0.84, while the Reliability dimension registered the lowest gap value of 0.40.

These findings imply that enhancing the reliability of village administrative services should be prioritized in policy formulation to ensure sustainable service quality. Reliability is a critical determinant of public trust, as it reflects the consistency, accuracy, and timeliness of service delivery. A reduced reliability gap signifies that, while overall performance may be deemed satisfactory, discrepancies in administrative procedures and processing time could potentially compromise long-term community satisfaction. Therefore, the enhancement of standard operating procedures, the enforcement of clear service timelines, and the standardization of service information are imperative policy measures to augment the reliability and overall effectiveness of administrative services in Sei Mencirim Village.

3.4. Discussion

The findings of the study suggest that the quality of administrative services in Sei Mencirim Village is generally satisfactory, as evidenced by the level of community satisfaction with the services received. This finding supports previous studies indicating that service quality significantly influences user satisfaction when service performance aligns with expectations [1], [4]. In the context of village administrative services, this condition demonstrates that the performance of village officials plays a strategic role in shaping public perceptions and satisfaction as users of public services.

The application of the SERVQUAL method in this study has proven effective in depicting service quality through an analysis of the gap between community expectations and perceptions. SERVQUAL has been widely applied as a valid tool for measuring service quality and satisfaction levels in various service sectors [5], [23]. Consequently, SERVQUAL emerges as a pertinent quantitative evaluation instrument for assessing the quality of village administrative services.

The satisfaction of the community with the quality of administrative services provided by the village has implications for public trust in public service institutions. Previous studies indicate that satisfaction mediates the relationship between service quality and institutional trust, where higher service quality enhances institutional credibility [8], [20]. Therefore, continuous evaluation of service quality is necessary to maintain community satisfaction and trust [24].

Additionally, while the overall quality of services is regarded as satisfactory, the findings indicate that certain service dimensions exhibit comparatively lower gap values. Research suggests that service dimensions with lower performance gaps should be prioritized for improvement, as they may limit overall satisfaction if left unaddressed [11]. These findings indicate that community satisfaction depends on the consistency of service quality over time.

In addition, the quality of village administrative services is influenced by the effectiveness of service systems and the performance of village officials. Timely, accurate, and consistent service delivery has been shown

to significantly increase user satisfaction, whereas inefficiencies in service processes may reduce satisfaction levels [12], [14]. Ineffective service systems can also negatively affect perceived service quality; therefore, procedural improvements are required [13].

The findings of this study reaffirm the relevance of the SERVQUAL model as a multidimensional framework for evaluating service quality through expectation–perception gap analysis. Its application in public and administrative services remains relevant across various service contexts [21], [22].

Finally, the results demonstrate that positive SERVQUAL gap values indicate that village administrative services have met community expectations. However, continuous quality improvement is still necessary to sustain community satisfaction over time [19], [24].

4. CONCLUSION

The findings of this study suggest that the quality of administrative services in Sei Mencirim Village is predominantly satisfactory. The analysis revealed that all SERVQUAL dimensions exhibited positive gap values, with an average of 0.85, suggesting that the services perceived by the community have met or even exceeded their expectations.

The Assurance dimension recorded the highest value, while the Reliability dimension had the lowest value, although it still falls within the good category. These findings suggest that village administrative services are functioning effectively; however, improvements in service reliability remain necessary to maintain sustainable service quality.

This study makes empirical and methodological contributions through the application of a quantitative SERVQUAL gap-based evaluation in assessing the quality of village administrative services. These findings can serve as a reference for village governments in formulating policies and improving the quality of public services in a sustainable manner. The limitations of this study are rooted in two factors. Firstly, the relatively small sample size resulted in a lack of statistical power, which hinders the study's ability to draw definitive conclusions. Secondly, the purposive sampling techniques employed limit the study's generalizability, as they were designed to target a specific sample of villages with distinct service and social characteristics. Consequently, the findings cannot be extrapolated to other villages that may exhibit different service and social profiles.

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