

THE INFLUENCE OF COMMUNICATION AND PERSONALITY

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THE INFLUENCE OF COMMUNICATION AND PERSONALITY ON COMMUNITY SATISFACTION THROUGH THE SERVICE QUALITY OF PARANGJORO VILLAGE OFFICE EMPLOYEES

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Abstrak:

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This study aims to determine the effect of communication variables and personality variables on community satisfaction variables through service quality variables. The type of research used is descriptive research through a quantitative approach with data collection techniques through questionnaires and the data analysis technique used is path analysis with the help of the SPSS version 26 application. X1 and Personality (X2) have a direct effect on the Service Quality variable (Y), there is only a direct influence on the Communication variable (X1) and the Service Quality variable (Y) on the Community Satisfaction variable (Z), there is no indirect effect on the variable Communication (X1) on the Community Satisfaction variable (Z) through the Service Quality variable (Y), and there is an indirect influence on the Personality variable (X2) on the Community Satisfaction variable (Z) through the Service Quality variable (Y). Based on the results of the study, it is hoped that the Parangjoro Village office employees can improve service quality, improve communication and personality in order to create better Parangjoro Village community satisfaction and researchers hope that further research can add other variables to make research more accurate.

Keywords: *Communication, Personality, Service Quality, Community Satisfaction*

1. Introduction

A government system that has roles and procedures that are covered by regulations, has human resource capabilities that are appropriate to the position, a spirit of public service and is not free from external inspection is the meaning of bureaucracy (Abdussamad, 2020). Bureaucracy, as a government system, has an important role in carrying out its duties. This includes procedures related to how the organization is organized and run in accordance with applicable regulations. Apart from that, bureaucracy requires human resource capabilities that are appropriate to the position held by each individual in it. This

includes the abilities, skills and knowledge required to carry out tasks efficiently and effectively.

The spirit of public service is also a key element in bureaucracy. The bureaucracy must focus on serving the community, and this requires dedication and commitment from all its members to meet the needs of the community well. This spirit is the basis for carrying out administrative tasks and providing services to the public well. Apart from that, the bureaucracy must also be open to inspection and evaluation by outside parties. Transparency and accountability are important principles in keeping the bureaucracy functioning well. External inspections, such as audits and evaluations by independent agencies, help ensure that the bureaucracy operates according to established standards and that resources are used efficiently. Thus, bureaucracy is not only about controlled administration, but also about serving the public well while remaining open to external supervision to maintain accountability and quality in public services.

The many aspects that are entrenched in government bureaucracy make optimizing public services by government bureaucracy not easy (Abdussamad, 2020). The manifestation of the existence of a state apparatus, namely being a provider of public services which is intended to improve the welfare of citizens or the community and accountability are the characteristics of a professional public provider (Saifudin et al., 2022). The formation of government organizations aims to create order and provide good services for the community, but in fact not all government units can create the same thing. A government's ability to overcome various existing problems is a form of maintaining its credibility (Abdussamad, 2020). The relationship between government organizations and communication is that communication becomes capital to gain support because the reputation of a leader of an organization or government agency plays an important role in the success of the process of leading and/or providing services as measured by the satisfaction of the community. This is supported by a statement stating that public communication is useful for forming good relationships between organizations and people outside the organization (Zubair et al., 2020). A leader and his staff in a government organization who are tasked with providing a service are expected to be able to act as intermediaries for the community to meet their needs. As an intermediary for the community, it is hoped that he will be able to provide attention that contains support and direction through his experiences to his people.

Communication can play a role in all activities within an organization and can guide someone to achieve their vision and mission (Zakiyah & Wahyono, 2020). Lewis (2017) stated, "On one side of the communication spectrum is listening and on the other end is talking". Teguh (in Sari & Mangoting, 2014) explains, "Communication is an activity to

convey information through the exchange of thoughts, messages, or information such as speech, writing, or behavior." T. Hani Handoko (in Rialmi & Morsen, 2020) states, "Communication is the process of transferring understanding in the form of ideas or information from one person to another." Interpersonal communication is feedback or delivery and receipt of messages by individuals (Wahyuni et al., 2016). So communication can be interpreted as the activity of conveying and/or transferring information from one person to another. Suranto (in Nisa et al., 2019) explains that, "Indicators of effective communication are understanding, enjoyment, influence on attitudes, improved relationships and actions." Purwanto (in Ginting, 2018) stated, "there are 5 indicators of effective communication, namely perception, accuracy, credibility, control and harmony". Several opinions regarding the indicators above, researchers concluded 5 indicators of communication, namely understanding, enjoyment, influence on attitudes, improved relationships and action.

Humans are created with different personalities, this makes an organization consist of various personalities from several human resources in the organization. Personality differences should be controlled well so that the organization's vision and mission can be realized. Each person's behavior, actions and way of thinking in various situations can be shown through their personality. Widyahastuti & Anwar (2018) state that, "human personality is a picture of a psychological quality that shows one of the distinctive and consistent patterns, feelings and behaviors in him". Humaira & Sagoro (2018) explain that, "Personality is the character possessed by a person which is formed from the environment". Meanwhile, Wanty (2018) states that, "Personality is a unique combination of an individual's emotions, thoughts and behavioral patterns that influence how the individual reacts to situations and interacts with other people." So it can be concluded that personality is a form of nature and behavior that is inherent in each individual so that it can give the impression of an individual who has unique characteristics. Personality is dynamic and abstract, which means that personality can change over time and personality cannot be known by just looking at it. Communicating and interacting directly is an effort to find out someone's personality. Solomon & Jackson (in Saifullah et al., 2020) state that several dimensions in personality are the beginning of the formation of satisfaction and the two are positively related. Personality indicators include Conscientiousness, Extraversion Neuroticism, Agreeableness and Oppenness (Gani et al., 2018). The five personality factors or Big five personality factors are Extraversion (openness), Agreeableness (friendliness), Conscientiousness (caution), Emotional Stability (emotional stability), Oppenness to experience (openness to experience) (Kasiyadi & Soliha, 2018). Several

opinions regarding the indicators above, researchers concluded 5 personality indicators, namely openness, friendliness, prudence, emotional stability and openness to experience.

Government officials as providers of public services can periodically evaluate the quality of their services by measuring the level of satisfaction of local communities. Public satisfaction is an assessment in the form of opinions regarding the acceptance of public services by public service providers, namely the government or office employees at a government agency. Customer satisfaction can be achieved if the form of service delivery to service recipients meets the quality expected by the community (Abdussamad, 2020). Based on this opinion, it can be interpreted that the level of community satisfaction depends on the provision of quality government services. Measuring the level of community satisfaction can be done using appropriate survey methods and techniques because the types of public services available are very diverse so they need to be adjusted first (Department of Public Works for Highways, 2018). The community satisfaction index is a method used by researchers to see the level of service quality. According to the Decree of the Minister for Administrative Reform Number Kep/25/M.Pan/2/2004, "14 elements of the community satisfaction index are service procedures, service requirements, clarity of service officers, discipline of service officers, responsibility of service officers, ability of service officers, speed of service, fairness in obtaining services, politeness and friendliness of officers, reasonableness of service costs, certainty of service costs, certainty of service schedules, environmental comfort and service security." Meanwhile, Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform Number 14 of 2017 stipulates that, "there are 9 elements, namely service requirements, system mechanisms and procedures, service time, costs or rates, product specifications, type of service, competence of implementers, behavior of implementers, handling complaints, suggestions and input, and facilities and infrastructure". In measuring the community satisfaction variable in this research, the researcher determined 12 indicators, namely procedures, requirements, officer clarity, officer discipline, officer responsibility, officer ability, speed, fairness, politeness and friendliness of officers, schedule certainty, comfort and security of the service environment.

Many public services are provided by government and non-government agencies, one of which is the Parangjoiro Village Office. Parangjoiro Village has 4 hamlets, including Parangjoiro Hamlet, Karanglo Hamlet, Lopang Hamlet and Semambung Hamlet. From August to November 2022, researchers conducted observations at the Parangjoiro Village office. Apart from observations, researchers also conducted unstructured interviews with a number of people in Parangjoiro Village. Several problems were found, including notifications for payment of Land and Building Tax (PBB) that were less structured and

errors in writing identification when processing a document, both of these problems included problems with understanding indicators. Furthermore, processing death certificates is quite difficult, including problems with responsiveness indicators. The final problem found was in the indicator of service officer discipline, namely that several Parangjoiro Village officials lacked discipline due to employees' inaccuracy in utilizing working hours and lack of attendance which caused employees to not be on time when arriving and leaving work.

The aim of this research is to determine the influence of communication on the quality of service of Parangjoiro Village office employees, the influence of personality on the quality of service of Parangjoiro Village office employees, the influence of communication on the satisfaction of the people of Parangjoiro Village, the influence of personality on the satisfaction of the people of Parangjoiro Village, the influence of service quality on the satisfaction of the people of Parangjoiro Village, the influence of communication through service quality on the satisfaction of the people of Parangjoiro Village and the influence of personality through service quality on the satisfaction of the people of Parangjoiro Village. From the data and explanation above, the researcher wants to conduct research that focuses on the influence of communication and personality on community satisfaction through the quality of service of Parangjoiro Village office employees.

2. Research methods

The type of research used, namely descriptive research using a quantitative approach, aims to describe or describe phenomena or research objects systematically. In descriptive research, researchers collect data that can be measured numerically and then analyze it to gain a better understanding of the characteristics or relationships between variables in the phenomenon being studied. The quantitative approach in this research means that the research uses data that can be measured in the form of numbers, such as survey data, test results, or other statistics. This approach allows researchers to conduct in-depth statistical analysis to answer research questions and identify patterns or relationships that may exist in the data.

Descriptive research using a quantitative approach is research to present a picture and description of a problem or situation in accordance with facts and process data using statistical procedures. The research population was obtained from the number of services at the Parangjoiro Village Office from January to December 2022, namely 95 people. The sampling technique used a non-probability purposive sampling technique, provided that the respondents were people who were at least 18 years old, lived in Parangjoiro Village, and had received service from employees at the Parangjoiro Village office. Researchers

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determined 33 people to be the sample for this study. The research data collection technique is through a questionnaire with answers using a Likert scale. Several data analysis techniques were used in this research, namely the first was instrument testing which consisted of validity testing and reliability testing. The second test is the classic assumption test which consists of the normality test, multicollinearity test and heteroscedasticity test. The third test is the path analysis test which is used to test the direct and indirect influence provided by the independent variable through the intervening variable on the dependent variable.

3. Research Results and Discussion

Instrument testing, classical assumption testing and path analysis testing are the three test stages in this research. Testing the research data using the SPSS version 26 application. The tests carried out produced two forms of equations, namely the equation form of the influence of the Communication (X1) and Personality (X2) variables on the Service Quality variable (Y) and the equation form of the influence of the Communication variable (X1), Personality (X2) and Service Quality (Y) on the Community Satisfaction variable (Z).

Table 1 T Test Equation 1

Variabel	T _{hitung}	T _{tabel}	Nilai Sig.
Komunikasi	2,254	2,045	0,032
Kepribadian	4,916	2,045	0,000

Source processed by researchers, 2022

Sig value. the Communication variable (X1) is 0.032, as shown in table 7 as a result of the Sig value. < 0.05 and the value obtained $T_{count} > T_{table}$ ($2.254 > 2.045$), then H1 is accepted, namely the Communication variable (X1) has a direct and significant effect on the Service Quality variable (Y). Sig value. the Personality variable (X2) is 0.000, as seen in table 7 as a result of the Sig value < 0.05 and the value obtained $T_{count} > T_{table}$ ($4.916 > 2.045$) then H2 is accepted, namely the Personality variable (X2) has a direct and significant effect on the Service Quality variable (Y).

Table 2 T Test Equation 2

Variabel	T _{hitung}	T _{tabel}	Nilai Sig.
Komunikasi	2,294	2,045	0,029
Kepribadian	0,182		0,856
Kualitas Pelayanan	3,494		0,002

Source: Processed by researchers, 2022

Sig value. Communication variable (X1) is 0.029, as shown in table 8 H3 is accepted as a result of the Sig value. < 0.05 and obtained a value of $T_{count} > T_{table}$ ($2.294 > 2.045$) which shows that the Communication variable (X1) has a direct and significant effect on the Community Satisfaction variable (Z). Table 8 next shows the Sig value. of the Personality variable (X2) is 0.856. H4 is rejected as a result of the Sig value. < 0.05 and obtained a value of $T_{count} < T_{table}$ ($0.182 < 2.045$) which shows that the Personality variable (X2) has no direct and significant effect on the Community Satisfaction variable (Z). Table 8 also shows that the Service Quality (Y) variable has a Sig value. 0.002. H5 is accepted as a result of the Sig value. > 0.05 and obtained a value of $T_{count} > T_{table}$ ($3.494 > 2.045$) so that the Service Quality variable (Y) has a direct and significant effect on the Community Satisfaction variable (Z). N Figure 3 regarding the path diagram can show two equations, namely 1) $Y = 0.294.X1 + 0.641.X2 + 0.465$ 2) $Y2 = 0.309.X1 + 0.031.X2 + 0.610.Y + 0.438$.

The path diagram can also show whether the results of the research hypothesis are accepted or rejected. The first analysis explains the influence of the Communication variable (X1) on the Community Satisfaction variable (Z) through the Service Quality variable (Y). The magnitude of the direct influence of the Communication Variable (X1) on the Community Satisfaction Variable (Z) is 0.309. The magnitude of the influence of the Communication variable (X1) on the Community Satisfaction variable (Z) indirectly through the Service Quality variable (Y) = $0.294 \times 0.610 = 0.17934$. The total influence given by the Communication variable (X1) to the Community Satisfaction variable (Z) is the result of adding up the direct influence and the indirect influence, namely $0.309 + 0.17934 = 0.48834$.

From this description, it can be concluded that H6 is rejected because the results of the indirect influence $<$ the direct influence of the Communication variable (X1) on the Community Satisfaction variable (Z) through the Service Quality variable (Y) are $0.17934 < 0.309$. So the statement from H6 that there is an influence of communication through service quality on community satisfaction in Parangjoiro Village, Gresik Regency is rejected. The second analysis from Figure 3 explains the influence of the Personality

variable (X2) on the Community Satisfaction variable (Z) through the Service Quality variable (Y). The magnitude of the direct influence of the Personality Variable (X2) on the Community Satisfaction Variable (Z) is 0.031. The magnitude of the influence of the Personality variable (X2) on the Community Satisfaction variable (Z) indirectly through the Service Quality variable (Y) = $0.641 \times 0.610 = 0.39101$. The total influence given by the Personality variable (X2) to the Community Satisfaction variable (Z) is the result of adding up the direct influence and the indirect influence, namely $0.031 + 0.39101 = 0.42201$.

From this description it can be concluded that H7 is accepted because the results of the indirect influence > direct influence of the Personality variable (X2) on the Community Satisfaction variable (Z) through the Service Quality variable (Y) are $0.39101 > 0.031$. So that the statement H7 that there is an influence of personality through service quality on the satisfaction of the people of Parangjoro Village, Gresik Regency is accepted.

H1: Influence of the Communication variable (X1) on the Service Quality variable (Y)

Based on the research results, the Communication variable (X1) obtained a Sig value. $0.032 < 0.05$ and the result obtained is a Tcount of $2.254 > T_{table} 1.69$ so that the conclusion H1 is accepted is that there is a direct and significant influence between the Communication variable (X1) on the Service Quality variable (Y). Several similar previous studies were used as reinforcement in this study. The first research stated that interpersonal communication on service quality showed Tcount 3.557 and Sig. $0.001 < 0.05$, this means that H1 is accepted, namely that there is a positive and significant influence between interpersonal communication on service quality (Zakiyah & Wahyono, 2020). The second study stated that according to the results of the calculations carried out, the Tcount value was 2.885 with Sig. $0.005 < 0.05$ so H2 is accepted, namely that there is a positive and significant influence between interpersonal communication on the quality of administrative services (Ruffiah & Muhsin, 2019). The third study states that partial communication has a significant influence on service quality with a T count of 1.258 and a significance level of 0.002 (Wahyudi et al., 2020).

In accordance with the results of data management, Parangjoro Village office employee communication is in the good category with a score of 80%. Among the five communication indicators, the lowest indicator is understanding and the highest indicator is improving relationships. Lack of understanding of the messages conveyed by Parangjoro Village office employees can affect the quality of service from Parangjoro Village office employees, this can be proven by errors in writing letters, and incomplete document requirements that must be brought by service recipients when processing certain letters. thus causing a less smooth service process.

H2: Influence of the Personality variable (X2) on the Service Quality variable (Y)

According to the research results, it is known that the Personality variable (X2) has a Sig value. $0.000 < 0.05$ and the result was a Tcount of $4.916 > T_{table} 1.69$ so that the conclusion H2 was accepted was that there was a direct and significant influence between the Personality variable (X2) on the Service Quality variable (Y). Several previous studies were used by researchers as reinforcement for this research. The first study stated that the path coefficient test results had a positive path and a probability of 0.025, which means personality type has a significant effect on service quality (Wahyudi et al., 2020). The second study stated that there was a positive and significant influence between employee personality on services at the Pekalongan State Electricity Company (PLN) with the T test which obtained a Tcount value of 5.953 with Sig. $0.000 < 0.05$ (Martha & Pramusinto, 2015). Personality in the world of work significantly affects a person's ability to work in multitasking (Widyahastuti & Anwar, 2018). This opinion explains that personality is able to influence a person's skills in doing a job, so this states that personality variables are able to influence the quality of services provided.

In accordance with the results of data management, the personality of Parangjoro Village office employees is included in the good category with a score of 65%. In the first indicator, namely Openness (Extraversion), there are 4 (four) questions and among the four question items the one with the lowest score is regarding the employee's ability to socialize. Obtaining the lowest score for employees' ability to socialize does not mean that Parangjoro Village office employees cannot socialize well, but this achievement is the result of calculations from a comparison of the four questions on the first indicator, namely openness. The employee's ability to socialize is quite good, however, when compared with several questions on the openness indicator, including that the employee has a tendency to easily get along with other employees and service recipients, the employee actively talks with other employees and service recipients, and the employee is able to behave assertively, employee social skills are considered to be of lower value than these three questions.

In the second indicator, namely Agreeableness, there are 5 (five) questions and among the five question items the one with the lowest score is regarding the concern of Village office employees towards service recipients. In fact, the concern of Parangjoro Village office employees towards service recipients is quite good, this can be seen from the caring attitude of each employee in helping solve the problems of the Parangjoro village community. Based on the calculation results, the concern of Parangjoro Village office employees has the lowest score because several questions on the hospitality indicator have higher scores. Some questions that have higher scores include employees being friendly,

employees being able to lift the spirits of others, employees always saying what they are and employees always wanting to help service recipients. In the third indicator, namely Conscientiousness, there are 3 (three) questions and the highest is regarding the responsibilities of Parangjoiro village office employees in carrying out services. In accordance with the scores obtained, the responsibilities of Parangjoiro Village office employees are rated higher compared to the two questions on the same indicator, namely that employees are more careful in doing things and employees have a disciplined attitude. This states that the Parangjoiro Village office employees have carried out their roles responsibly for the implementation of their services.

In the fourth indicator, namely Emotional Stability, there are 2 (two) questions and the one that gets the highest score is regarding the ability of Parangjoiro village office employees to overcome problems. The score obtained on the question of employee ability to resolve problems was rated higher than the question regarding employee calmness in tense situations, this shows that Parangjoiro Village office employees have quite good abilities in resolving problems that occur in the Parangjoiro village community. In the fifth indicator, namely Openness to Experience, there are 3 (three) questions and the one that got the highest score was regarding the active imagination of Parangjoiro Village Office employees. The question regarding the imagination of Parangjoiro Village office employees is considered better when compared with two questions on the same indicator, namely employees who are broad-minded and employees who like to find new ideas. This can be seen from the renewal or addition of activities, innovations, etc. aimed at achieving the vision and mission of Parangjoiro village.

H3: Influence of the Communication variable (X1) on the Community Satisfaction variable (Z)

According to the research results, the Communication variable (X1) obtained a Sig value. $0.029 < 0.05$ and the result of the T value is $2.294 > T$ table 1.69 so that the conclusion H3 is accepted is that there is a direct and significant influence between the Communication variable (X1) on the Community Satisfaction variable (Z). Previous research was used by researchers as reinforcement for this research. Research by Martha & Pramusinto (2015) states that the T test value for the interpersonal communication variable is 0.026, so H3 is that there is a direct influence between the interpersonal communication variable on the social satisfaction variable received.

In accordance with the results of the discussion described by the researcher, it is known that the lowest indicator is understanding the message conveyed by Parangjoiro Village office employees. These results show that the messages conveyed by Parangjoiro Village office employees are less understandable by service recipients and this can affect the

satisfaction of the Parangjoiro village community which can be proven by the feeling of dissatisfaction felt by service recipients. According to the results described by the researchers above, the highest indicator is an increasingly better relationship with questions regarding the emergence of a positive atmosphere in communication. Communication carried out by Parangjoiro Village office employees is able to create a positive and good atmosphere so that it can also create satisfaction for service users or service recipients.

H4: The influence of the Personality variable (X2) on the Community Satisfaction variable (Z)

According to the research results, it is known that the Personality variable (X2) has a Sig value. $0.856 < 0.05$ and the result obtained is a T value of $0.182 < T$ table 1.69 so that it can be concluded that H4 is rejected, namely that there is no direct and significant influence between the Personality variable (X2) on the Community Satisfaction variable (Z). Previous research was used by researchers as reinforcement for this research. Research by Martha & Pramusinto (2015) obtained a Sig. amounting to $0.942 > 0.05$ so that the proactive personality variable does not have a significant effect on career satisfaction felt by Pasaman Regency secretariat employees. In the research that has been carried out, it was found that the Personality variable had no effect on the Community Satisfaction variable. The researcher stated that differences in research subjects could cause the Personality variable to have no direct effect on the Community Satisfaction variable.

In accordance with the results of the discussion described by the researcher, the indicator of openness (Extraversion) regarding employees' ability to socialize has the lowest score, so it can be stated that the public is less satisfied with the social skills possessed by Parangjoiro village office employees. The second indicator, namely friendliness (Agreeableness), regarding the concern of Village office employees towards service recipients, has the lowest score, so it can be stated that the community feels less satisfied with the concern of Parangjoiro village office employees in providing services. The third indicator, namely conscientiousness regarding the responsibilities of Parangjoiro village office employees in carrying out services, has the highest score, so it can be stated that the community is satisfied with the responsibilities of Parangjoiro village office employees in carrying out services. The fourth indicator, namely Emotional Stability, regarding the ability of Parangjoiro village office employees to resolve problems, has the highest score, so this indicates that the community is satisfied with the employees' ability to resolve problems and complaints from service recipients or the Parangjoiro village community. The fifth indicator, namely openness to experience, regarding the active

imagination possessed by employees of the Parangjoiro Village Office, received the highest score, so this states that active imagination makes the community satisfied with the employee's ability to imagine to create goodness for all residents of Parangjoiro village.

H5: Influence of the Service Quality variable (Y) on the Community Satisfaction variable (Z)

According to the research results, it is known that the Service Quality (Y) variable has a Sig value. $0.002 < 0.05$ and the result obtained is a T value of $3.493 > T$ table 1.69 so that the conclusion H5 is accepted is that there is a direct and significant influence between the Personality variable (X2) on the Community Satisfaction variable (Z). The service quality of Parangjoiro Village office employees is in the good category with a score of 67%. In the first indicator, namely physical evidence, there are 3 (three) question items and the one that got the lowest score was regarding office layout. In the second indicator, namely reliability, there are 2 (two) question items and the one that got the highest score was regarding the appearance of Parangjoiro village office employees in serving service recipients. In the third indicator, namely responsiveness, there are two questions and the one that got the highest score was regarding the speed, accuracy and thoroughness of Parangjoiro village office employees in providing services. In the fourth indicator, namely guarantee, there are two questions and the one that got the highest score was regarding the ability of Parangjoiro village office employees to provide solutions to all complaints from service recipients. In the fifth indicator, namely empathy, there are three questions and the one that got the highest score was regarding the fairness of Parangjoiro village office employees in serving service recipients without discriminating or discriminating.

Several previous studies were used by researchers as reinforcement for this research. The first study stated that based on the calculation results, the service quality T count was 35.423 with a T table of 1.98 and the Sig value was obtained. $0.000 < 0.05$ so it is stated that the service quality variable influences the satisfaction of economics students at IKIP PGRI Bojonegoro (Hidayah et al., 2020). The second research states that service quality influences community satisfaction by 53.8% (Sugeng et al., 2018). The third research by Putera et al., (2020) states that, "Effect of service quality on customer satisfaction. Based on table 5, the value is $1.181 > 1.96$ and the p-value is $0.000 < 0.05$, in this case we agree with H null and take the alternative H (Ha), this service quality has a significant and positive effect on Perusda customer satisfaction (PDAM)". The fourth research states that service quality is a comparison between the perceived service quality and the service quality expected by customers. If the perceived service quality is in line with what is expected or even exceeds customer expectations, then the service quality is considered ideal (Karlina et al., 2019).

H6: Influence of the Communication variable (X1) on the Community Satisfaction variable (Z) through the Service Quality variable (Y)

Based on the research results, it is known that the results of the indirect effect < the direct effect of the Communication variable (X1) on the Community Satisfaction variable (Z) through the Service Quality variable (Y) are $0.17934 < 0.309$. So it can be concluded that H6 is rejected, namely that there is no indirect influence between the Communication variable (X1) on the Community Satisfaction variable (Z) through the Service Quality variable (Y). Previous research was used by researchers as reinforcement for this research. The first research revealed the Sig value. From the communication variable, namely $0.418 > 0.05$, it can be concluded that model II regression, namely the communication variable (X1) on patient satisfaction (Y2) through service quality (Y1) has no significant effect (Ismail et al., 2019). Communication has a direct effect on Community Satisfaction in this research, but Communication does not have an indirect influence on Community Satisfaction through Service Quality, so it can be stated that Communication from Parangjoiro Village office employees is able to create a sense of satisfaction in the Parangjoiro Village community even without providing quality service. given by employees of the Parangjoiro Village office. This can be used to show the importance of communication in life, as stated by Zayani & Muhsin (2020), namely that humans are involved in various activities, including public service activities, which cannot be separated from communication. Communication with several people who have different personalities is not easy, there are several obstacles to communication in it. Several factors that become obstacles in communication according to Robbins and Judge in the book Behavior in Organizations include filtering, selective perception, information overload, emotions, language and others (Prof. Dr. Wibowo, SE, 2013).

H7: Influence of the Personality variable (X2) on the Community Satisfaction variable (Z) through the Service Quality variable (Y)

Based on the research results, it is known that the results of the indirect influence > direct influence of the Personality variable (X2) on the Community Satisfaction variable (Z) through the Service Quality variable (Y) are $0.39101 > 0.031$. So that the conclusion H7 is accepted is that there is an indirect influence between personality variables on the Community Satisfaction variable (Z) through the Service Quality variable (Y). Previous research was used by researchers as reinforcement for this research. Research by Ismono (2019) states that based on the calculation results, the value $T_{count} > T_{table}$ ($2.744 > 1.99$) is obtained so that the personality variable has a positive effect on the community satisfaction variable, which implies that an increase in personality will lead to an increase in the quality of job satisfaction. In this research, personality is able to indirectly influence

community satisfaction through service quality, this means that the personality possessed by Parangjoiro Village office employees is able to provide satisfaction for the Parangjoiro community through the quality of their service in helping resolve problems or complaints.

4. Conclusion

Based on the description above, it can be concluded that: Communication and Personality have a direct influence on Service Quality, Communication and Service Quality have a direct influence on Community Satisfaction and there is an indirect influence between Personality on Community Satisfaction through the Service Quality of Parangjoiro Village office employees. In accordance with the results and discussion, this research can be used as input for the Parangjoiro Village Office to be able to correct or improve existing deficiencies so as to provide satisfaction for the people of Parangjoiro Village. This research was only limited to the variables of Communication, Personality, Service Quality and Community Satisfaction. Researchers hope that in future research they can add other variables such as organizational culture, work environment, leadership and so on to make the research more accurate and varied.

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