The Effect Of Implementation Of Population Administration Policy And Employee Motivation On Quality Of Service And Its Impact On Community Satisfaction In Issuance Of Birth Access (Case in : The Department of Population and Civil Registration of the Dharmasraya Regency)

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ABSTRACT
This study tries to examine the effect of policy implementation and employe motivation towards Quality of Service and its impact on Community Satisfaction in publishing a Birth Certificate at the Department of population and civil registration in Dharmasraya Regency. The purpose of this study is to examine the effect of variable policy implementation and motivation on service quality variables and community satisfaction. This study uses descriptive quantitative methods. The study population consisted of 100 people from the community and 55 people from employees. To obtain valid and realistic instruments, the validity and reliability test, normality test, multicollinearity test and heteroscedasticity test were tested. The data analysis technique used is linear regression analysis, t test, f test, determination coefficient, and path analysis using the SPSS program, with α = 0.05.The results showed that Policy Implementation had a positive and significant effect on community satisfaction both partially and simultaneously, as well as the Quality of Service as an intervening variable capable of providing increased influence on community satisfaction. Whereas motivation does not have an influence on Service Quality and Community satisfaction. The empirical findings indicate that in order to increase Community Satisfaction, the Dharmasraya District Population and Civil Registration Office needs to pay attention and focus more on improving the factors of Policy Implementation and Service Quality.

Keywords: Policy Implementation, Employee Motivation, Service Quality, Community Satisfaction

INTRODUCTION
In the era of reform and implementation of decentralization and Globalization, regional government officials face high demands for efficiency of service and structuring of government bureaucracy. This is based on the TAP MPR No. XI / MPR / 998 and the Law (Law) No. 28/1999 which emphasizes the importance of implementing good governance.

In Good Governance the government no longer plays a role, but also the community and especially the business sector / private sector which plays a role in governance. This is also because the change in the development paradigm with government review in development, which originally acted as a regulator and market player, turned into a place to create a conducive climate among the community.

Demands for change are often aimed at government officials regarding service quality, the low quality of service quality provided by the apparatus is a bad image in the community. For people who have dealt with bureaucracy always complaining and disappointment with apparatus service in providing services, the Dharmasraya Regency government must be able to provide services to the community, where one of the government's tasks is to provide public services, while enhancing empowerment and development activities, with public services the foundation of excellent service will be able to create a government agency that is ready to compete and is always ready to develop in the face of any changes that occur in society, both from human resources and from mastering science and technology, so that services can provide satisfaction that is the hope of the community, stated by Boediyono (1999: 75) that public services are declared prime if the service satisfies the customer.

The development towards good governance can also be seen from the development of bureaucratic services to the community. The existence of public complaints relating to the behavior and activities of public officials (bureaucracy) is an indicator that government services are considered still slow, less responsive to the nobility and needs of the community, less open, less efficient and often commit corruption, collusion and nepotiseme (KKN). Thus, there are often strong protests, protests from the public / the public which result in a crisis of trust and a crisis of authority that deviates from the situation it should be.

The above conditions are often seen in public services at the bureaucratic level of the Dharmasraya Regency Population and Civil Registration Service, which are considered still slow and objective. This is often seen by the people who wait too long, even thrown here and there in search of information. This condition is due to the fact that there are employees or officers who are not proactive in providing information to the public, which causes the community to obtain prime services that are not fulfilled, so that there is a need for policies and reforms in the field of population. Bureaucratic reform is a process of improvement or changes in institutions within the government system towards good and clean governance.

The need for reform in the field of population policy, because of the various problems that arise in the community as it is known that the public perception of the Issuance of Birth Certificates is considered difficult and complicated and requires considerable costs. In addition, the process also takes a long time. This directly or indirectly affects the negative views of the public in the Issuance of Birth Certificates.

In addition, in terms of the performance achievements of the Department of Population and Civil Registration of Dharmasraya Regency in 2017 as stated in the Government Agency Performance Accountability Report document, it is still low in several performance indicators, to be clear, can be seen in the following tebel:

Table 1
Number of birth certificates in West Sumatra in 2017

No	Regency / City	Children 0-18 Years Old Sem 1 2017	Have Certificate	% Achievements
1	Kab. Pesisir Selatan	171.196	162.072	94,67
2	Kab. Solok	126.646	110.143	86,97
3	Kab. Sijunjung	81.901	73.624	89,89
4	Kab. Tanah Datar	109.477	87.373	79,81
5	Kab. Padang Pariaman	152.917	114.797	75,07
6	Kab. Agam	167.139	118.802	71,08
7	Kab. 50 Kota	122.479	103.482	84,49
8	Kab. Pasaman	110.382	105.146	95,26
9	Kab. Kepulauan Mentawai	32.088	28.440	88,63
10	Kab. Dharmasraya	72.033	55.281	76,74
11	Kab. Solok Selatan	60.078	41.609	69,26
12	Kab. Pasaman Barat	156.880	133.821	85,30
13	Kota Padang	289.247	223.743	77,35
14	Kota Solok	24.054	22.612	94,01
15	Kota Sawahlunto	21.215	20.112	94,80
16	Kota Padang Panjang	18.121	17.501	96,58
17	Kota Bukittinggi	39.021	35.918	92,05
18	Kota Payakumbuh	44.314	38.165	86,12
19	Kota Pariaman	30.114	24.521	81,43
	Jumlah	1.829.302	1.517.162	82,94

Source: LAKIP Office of Population Control, Family Planning, Population and Civil Registration of the Province of West Sumatra in 2017

Based on the table above, it can be seen that Dharmasraya District has a birth certificate ownership that is quite low compared to other districts / cities, which is 76.74%, this certainly needs attention from Disdukcapil Dharmasraya district, because the authors assume that several factors influence, among them are policy factors and apparatus HR.

Some innovations have also been carried out, especially regarding the use of information technology and the addition of facilities for the acceleration of service, the positive impact is immediately visible but not significant on service quality, there are other factors that must be improved, namely about apparatus human resources and policy making that speeds up and facilitates the public population certainly does not violate the applicable rules.

Research purposes
Based on the above problems, the purpose of this study is to find out:
1. Test the influence of policy implementation on the quality of services in the Issuance of Birth Certificates at the Disdukcapil of Dharmasraya Regency.
2. Test the influence of employee motivation on service quality in Birth Certificate Issuance at Disdukcapil Dharmasraya Regency
3. Test the effect of population policy implementation on community satisfaction in the Issuance of Birth Certificates at the Disdukcapil of Dharmasraya Regency.
4. Test the influence of employee motivation on community satisfaction in the Birth Certificate Issuance at the Disdukcapil of Dharmasraya Regency.
5. Test the influence of policy implementation and motivation of employees simultaneously on the quality of service in the Issuance of Birth Certificates in Disdukcapil, Dharmasraya Regency.
6. Test the effect of simultaneous policy implementation and employee motivation on community satisfaction in the Issuance of Birth Certificates at Disdukcapil, Dharmasraya Regency.

7. Test the influence of service quality as an intervening variable between the implementation of population policy and community satisfaction in the Issuance of Birth Certificates in Disdukcapil, Dharmasraya Regency.

LITERATURE REVIEW

Policy Implementation

According to Gaffar (1999) that implementation is one stage in the public policy process. Usually implementation is carried out after a policy is formulated with clear objectives. Implementation is a series of activities in order to deliver policy to the community so that the policy can bring results as expected.

Motivation

Motivation is a driving force or driving a person to behave in certain ways that can arise from within or outside the individual. Motivation from the Latin word mover means encouragement, desire, cause, or reason for someone doing something. Robbins (2006) states that motivation is a process that plays a role in the intensity, direction, and duration of individual efforts towards the achievement of goals.

Service quality

The term service comes from the word "service" which means helping to provide all what is needed by others to do service (Sinambela, 2010), basically every human being needs service, even extreme can be said that service cannot be separated from human life. Service is the process of fulfilling needs through the activities of other people directly (Moenir, 2010).

Community Satisfaction

Community Satisfaction according to Anwar (1990), is a condition where the services provided to the community are in accordance with desired expectations and desires, so there is no complication. Community satisfaction can be measured through: (1) procedures that are not difficult, (2) simple requirements, and (3) service in accordance with expectations.

Framework

This framework of thinking is used to facilitate the way of thinking about the problems to be peeled. The framework used in this paper is illustrated in the following diagram.

Gambar 1
Conceptual Framework
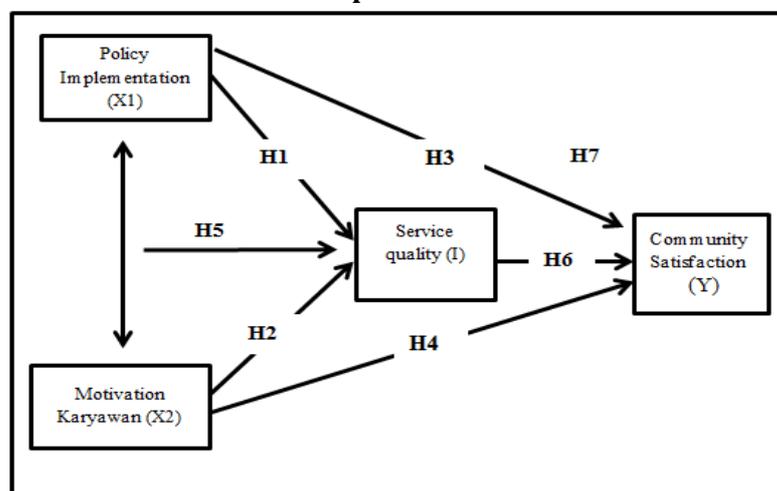
1. H1: the implementation of population policy has an influence on the quality of services in the Issuance of Birth Certificates at Disdukcapil Dharmasraya Regency.
2. H2: employee motivation has an influence on the quality of service in the Birth Certificate Issuance at the Disdukcapil Dharmasraya Regency.
3. H3: the implementation of population policies has an influence on community satisfaction in the Issuance of Birth Certificates in the Disdukcapil of Dharmasraya Regency.
4. H4: employee motivation has an influence on community satisfaction in the Issuance of Birth Certificates at Disdukcapil Dharmasraya Regency.
5. H5: the implementation of policies and motivation of employees simultaneously influences the quality of service in the Issuance of Birth Certificates at Disdukcapil, Dharmasraya Regency.
6. H6: the implementation of policies and motivation of employees simultaneously influences people's satisfaction in the Issuance of Birth Certificates at Disdukcapil Dharmasraya Regency.
7. H7: service quality as an intervening variable influences the implementation of population policy and community satisfaction in the issuance of birth certificates in the Disdukcapil of Dharmasraya Regency.

RESEARCH METHODOLOGY
Population and Sample Determination
The population in this study is divided into 2, namely:
1. People who come during service
2. Employees both civil servants and non-civil servants who work in Disdukcapil, Dharmasraya Regency.

In this study the authors used the sampling technique as follows:
1. accidental random sampling of the population that has just been served. Namely, there are 100 people within 1 week.
2. Because the population is less than 100, the author takes the saturated / census sample technique to the employee population of both civil servants and non-civil servants with a total of 55 people.

Types and Data Sources
Primary data used in this study were obtained from the results of a questionnaire distributed to predetermined samples. Secondary data is a source of research data obtained indirectly through intermediary media and complementary in nature. Secondary data in the form of library resources that can support research writing and obtained from the relevant literature of the problem, as a basis for understanding the object of research and to analyze it appropriately.

Method of collecting data
The types and sources of data used in the study are as follows:
1. Primary Data Collection Techniques
   In primary data collection is done through the spread of a questionnaire or questionnaire
2. Secondary Data Collection Techniques
   Done by collecting data through a library research technique and government performance reports

Data Analysis Techniques

A. Partial testing of hypotheses (t test)

The t test is intended to determine whether or not there is a partial (own) influence given by the independent variable (X) to the dependent variable (Y). The basis of decision making is if the value of sig <0.05, or t-count> t-table then there is an influence of variable X partially on the variable Y, and vice versa.

B. Simultaneous Testing of Hypotheses (Test F)

The F test aims to determine whether or not there is an effect simultaneously (together) given the independent variable (X) to the dependent variable (Y). The basis of decision making is if the value of sig <0.05, or F count> F table, then there is the effect of variable X simultaneously on variable Y, and vice versa.

C. Path Analysis

Path analysis alone does not determine causal relationships and also cannot be used as a substitute for researchers to see causality between variables. Inter-variable causality relationships have been formed with models based on theoretical foundations. What is done by path analysis is to determine the pattern of relationships between three or more variables and cannot be used to confirm or reject the hypothesis of imaginary causality.

D. Test Direct and Indirect Effects

Besides using independent variables (X) more than one variable, this study also uses intervening variables. Intervening variable is a intermediate / mediating variable, its function mediates the relationship between the independent variable and the dependent variable. To test the effect of intervening variables, the path analysis method is used.

RESULTS AND DISCUSSION

The t test is intended to determine whether or not there is a partial (own) influence given by the independent variable (X) to the dependent variable (Y). The basis of decision making is if the value of sig <0.05, or t-count> t-table then there is an influence of variable X partially on the variable Y, and vice versa.

It is known that t table = t (α / 2; n-k-1) = t (0,025; 52) = 2,006, the table is obtained as follows:

Tabel 2
Result Of Test - t

Hubungan Variabel		t-Count	t-table	Sig.	Alpha	Hasil
Policy Implementation	Quality Service	1,874	2.006	0,037	0,05	signifikan
Employe Motivation	Quality Service	-0,76	2.006	0,940	0,05	Not signifikan
Policy Implementation	Community Satisfication	2,040	2.006	0,046	0,05	signifikan
Employe Motivation	Community Satisfication	-0,092	2.006	0,927	0,05	Not signifikan

Based on the table above can be explained as follows:
1. **First hypothesis testing (H1) is accepted.**
   There is a partial influence between the variables of Policy Implementation and Service Quality.
2. **Testing the second hypothesis (H2) is rejected.**

There is no partial effect between the variable Employee Motivation and Service Quality.

3. **The third hypothesis testing (H3) is accepted.**
   There is a partial influence between the variables of Policy Implementation and Community Satisfaction.

4. **Testing the fourth hypothesis (H4) is rejected.**
   There is no partial effect between variables Employee Motivation and Community Satisfaction.

Simultaneous Hypothesis Testing (Test F)

The F test aims to determine whether or not there is an effect simultaneously (together) given the independent variable (X) to the dependent variable (Y). The basis of decision making is if the value of sig <0.05, or F count> F table, then there is the effect of variable X simultaneously on variable Y, and vice versa.

It is known that F table = F (k; n-k) = F (2; 53) = 3,170

Tabel 3
Test Results for Community Satisfaction
ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	850,244	2	425,122	8,586	,001b
	Residual	2574,592	52	49,511		
	Total	3424,836	54			

a.   Dependent Variable: Community Satisfication

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	660,872	2	330,436	7,302	,002b
	Residual	2353,055	52	45,251		
	Total	3013,927	54			

a. Dependent Variable: Quality Service
b. Predictors: (Constant), Employe Motivation, Implementation policy

Based on the table above can be explained as follows:

Sixth hypothesis testing (H5) is accepted.

Based on the output above, it is known that the significance value for the effect of X1 and X2 simultaneously on Y is 0.001 <0.05 and F counts 8.586> 3.170, so it can be concluded that there are simultaneous effects of policy implementation and employee motivation on community satisfaction.

Testing the seventh hypothesis (H6) is accepted.

Based on the above output it is known that the significance value for the effect of X1 and X2 simultaneously on I is 0.002 <0.05 and F count 7.302> 3.170, so it can be concluded that there is an effect of simultaneous policy implementation and employee motivation on service quality.

PATH ANALYSIS

Path Model Coefficient 1

Multiple linear regression analysis was used in this study with the aim to determine whether there is an influence of independent variables on the dependent variable. The statistical calculation in multiple linear regression analysis used in this study is to use the IBM SPSS computer program ver. 21.0. The summary of the results of data processing using the SPSS program are as follows:

Table 4
Result Of Level significant

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	28,340	5,439		5,210	,000
	Implementasi Kebijakan	,464	,248	,486	1,874	,037
	Motivasi Karyawan	-,029	,376	-,020	-,076	,940

a. Dependent Variable: Quality Service

Based on the table above obtained that :
1. the significance value of the competency variable (X1) = 0.037 <0.05, this means that there is a direct effect of the significance of Policy Implementation (X1) on service quality (I).
2. While the Employee Motivation variable (X2) = 0.940> 0.05 which means Employee Motivation (X2) This means that directly there is no significant influence on employee motivation (X2) on service quality (I).

While the value of R2 (R Square) contained in the Model Summary table is 0.219 which gives the meaning that the contribution of variables X1 and X2 to I is 21.9% and the remaining 78.1% is the contribution of other variables that are not included in the study. And from the value of R2 (R Square), obtained e1 by means of e1 = √ (1 - 0.219) = 0.884.

Based on the results above, the structural equation is obtained:

$$I = 0.486.X1 - 0.020.X2 + 0.884$$

From the processing of the data above, it can be obtained from Model I Path Diagram, as follows:

Picture 2
Model I – Path Analysis
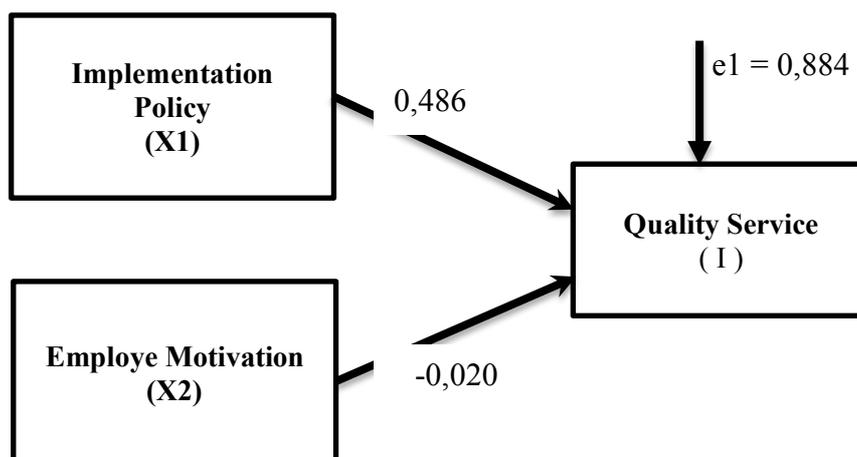
Path Model 2 coefficient
Multiple linear regression analysis is still used in the next study to obtain the two model path coefficients, with the aim to determine whether there is influence of independent variables

(implementation of policies and employee motivation) and intervening variables (service quality) on the dependent variable (community satisfaction). Can be seen in the table below:

Table 5
Result Of Linier Regresion Test

Coefficients[a]

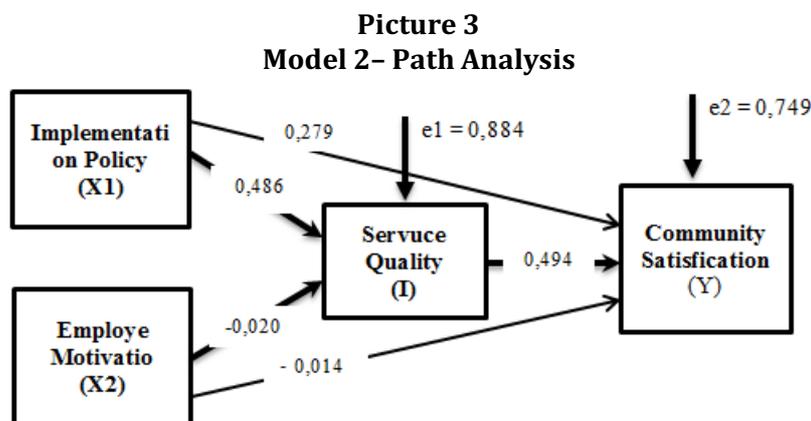| Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,853	6,123		1,119	,268
	implementation policies	,284	,234	,279	1,216	,230
	employee motivation	-,021	,343	-,014	-,061	,952
	service quality	,527	,127	,494	4,164	,000

a. Dependent Variable: community satisfaction

Based on the table above obtained:
1. The significance value of the Policy Implementation variable (X1) = 0.230> 0.05, This means that directly Policy Implementation (X1) does not have a significant effect on Community Satisfaction (Y).
2. The significance value of the Employee Motivation variable (X2) = 0.952> 0.05, which means that directly Employee Motivation (X2) does not significantly influence Community Satisfaction (Y).
3. Significance value of service quality variable (I) = 0,000 <0,05 which means that directly Employee Motivation (X2) has a significant effect on Community Satisfaction (Y).
4. The value of R2 (R Square) found in the Model Summary table is 0.439 which gives the meaning that the contribution of variables X1, X2 and I to Y is 43.9% and the remaining 56.1% is the contribution of other variables not included in the study. And from the value of R2 (R Square), obtained e1 by means of e1 = √ (1 - 0,439) = 0,749

Based on the results above, the structural equation is obtained:

$$Y = 0.279.X1 - 0.014.X2 + 0.494.I + 0.749$$

From the processing of the data above, it can be obtained from Model I Path Diagram, as follows:

Picture 3
Model 2– Path Analysis

Test Direct and Indirect Effects
Besides using independent variables (X) more than one variable, this study also uses intervening variables. Intervening variable is a intermediate / mediating variable, its function mediates the relationship between the independent variable and the dependent variable. To test the effect of intervening variables, the path analysis method is used. Path analysis is an

extension of regression analysis to estimate the causality relationship between previously defined variables based on theory (Ghozali, 2011). The following is the path analysis to examine the relationship between policy implementation and employee motivation towards community satisfaction and whether the relationship between policy implementation and employee motivation towards community satisfaction is mediated by quality.

Testing the seventh hypothesis (H7) is accepted.
Analysis of the effect of X1 through I on Y. It is known that the direct effect of X1 on Y is 0.279. While the indirect effect of X1 through I on Y is the multiplication between the value of beta X1 to I with beta I value to Y, namely: 0.486 x 0.494 = 0.240. Then the total effect given X1 to Y is the direct effect added by indirect effects namely: 0.279 + 0.240 = 0.519. Based on the results of these calculations, it is known that the direct effect value is 0.279 and the indirect effect is 0.519 which means that the value of indirect influence is greater than the value of direct influence, this result indicates that indirectly X1 through I has a significant influence on Y.

Coefficient of Determination
To find out the magnitude of the coefficient of determination indicated by the value of R Square, which can be seen in the table below:

Table 6
Result Of R Square X1, X2, I
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,468ᵃ	,219	,189	6,72689

a. Predictors: (Constant), Employee Motivation, Policy Implementation

While the value of R2 (R Square) found in the Model Summary table is 0.219 which gives the meaning that the contribution of variables X1 and X2 to I is 21.9% and the remaining 78.1% is the contribution of other variables not included in research. And from the value of R2 (R Square), obtained e1 by means of e1 = $\sqrt{(1 - 0.219)}$ = 0.884.

Table 7
Result Of R Square X1, X2, I
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,663ᵃ	,439	,406	6,13807

a. Predictors: (Constant), Service Quality, Employee Motivation, Policy Implementation

The value of R2 (R Square) found in the Model Summary table is 0.439 which gives the meaning that the contribution of variables X1, X2 and I to Y is 43.9% and the remaining 56.1% is the contribution of other variables not included in research. And from the value of R2 (R Square), obtained e1 by means of e1 = $\sqrt{(1 - 0.439)}$ = 0.749.

CONCLUSION
1. Based on the results of testing and discussion of the hypotheses described in the previous chapter, some conclusions can be drawn as follows:
2. Implementation of policy possesses direct / partial influence on the quality of service and community satisfaction. This means that the policy implementation variable is able to improve service quality and community satisfaction.

3. Employee Policy and Motivation Implementation together (simultaneous) has an influence on service quality and community satisfaction. This means that if the policy implementation variable and employee motivation variables are increased together then it will be able to improve service quality and community satisfaction.

4. Motivation of employees does not have a direct or indirect influence (through service quality) on community satisfaction. This means that if the motivation variable of the employee stands alone then it will not be able to improve the quality of service and community satisfaction.

5. Implementation of policies has an indirect influence (through service quality) on community satisfaction. This means that in addition to having a partial / direct and simultaneous influence along with employee motivation, the policy implementation variable is also able to provide a greater increase in community satisfaction if given an intervening variable (service quality).

SUGGESTION

1. Based on the findings and conclusions of the study. For this reason, the authors propose the following suggestions: If seen from the lowest TCR value there are many in the employee motivation variable. The lowest value is in item number 22 (twenty two), which is 48.36%, therefore leaders need to focus more on making teamwork work to increase motivation.

2. Given the importance of policy implementation factors because it has been proven to have a positive influence on the quality of service and community satisfaction, the leadership as policy makers need to focus more on improving these factors.

3. Because motivational factors do not have a significant effect on service quality and community satisfaction, then for other researchers it can be used as material for further study activities in conducting subsequent research to expand and develop research variables that researchers have not done.

4. As one of the DPOs having basic duties and functions as public services in terms of population administration, the Population and Civil Registration Service has a fairly high legal risk, so that the attention of the regional government is needed to improve the quality of services to the community.

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