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The Effect of Employee Competence and Socialization Through Service Quality on Community Satisfaction in Mestong District, Muaro Jambi Regency

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Abstract: This research aims to obtain an overview of employee competence, socialization, public service quality, and community satisfaction as well as analyze the direct or indirect influence of employee competence and socialization on community satisfaction through the quality of public services. The research was carried out in Mestong District, Muaro Jambi Regency. The population in this study is people who receive services in Mestong District, Muaro Jambi Regency in 2025 with a sample of 100 respondents. Data collection was carried out through the distribution of questionnaires to respondents. The data analysis technique used was path analysis followed by hypothesis testing using the F test (simultaneous) and the t test (partial). All data processing is carried out using SPSS. The results of the descriptive study show that employee competence, socialization, quality of public services, and community satisfaction are in the good category. Based on the results of the path analysis, it is known that employee competence and socialization simultaneously or partially have a positive effect on the quality of public services. In addition, employee competence and socialization also have a positive effect on community satisfaction, both directly and indirectly through the quality of public services as an intervening variable. The quality of public services has also been proven to have a positive and significant effect on public satisfaction. The findings of the study show that improving employee competencies supported by the implementation of effective socialization is able to improve the quality of public services so that it has an impact on increasing public satisfaction. The quality of public services is the most dominant variable in strengthening the relationship between employee competence, socialization, and community satisfaction in Mestong District, Muaro Jambi Regency.

Keywords: Employee Competence, Socialization, Service Quality, Community Satisfaction.

INTRODUCTION

Public services are one of the main functions of government administration which aims to meet the needs of the community through the provision of effective, transparent, and responsive services. From the perspective of public administration, service quality is an

important indicator of the government's success in realizing good governance while building public trust in public institutions. Therefore, every government agency is required to continue to improve the quality of services in order to be able to provide services that are in accordance with the needs and expectations of the community (Dwiyanto, 2021).

Furthermore, according to Zahari et al. (2025), public service management plays a strategic role in building public trust in the government. When service management is implemented well, the public will experience tangible benefits in the form of convenience, speed, and certainty of service. Conversely, if service management is poor, it is often complicated and non-transparent, ultimately eroding the government's legitimacy in the eyes of the public. Quality public service not only impacts the achievement of organizational goals but also directly influences the level of public trust as service users.

The quality of public services is influenced by various factors, including employee competence and socialization. Employee competence reflects the ability of the apparatus which includes knowledge, skills, and work attitudes in carrying out service duties. Employees who have high competence will be better able to provide services quickly, precisely, professionally, and in accordance with the needs of the community so that they can improve the quality of public services (Wibowo, 2016). On the other hand, socialization is the process of delivering information about procedures, requirements, mechanisms, and various service provisions to the community. The implementation of effective socialization will increase public understanding of the available services, minimize administrative errors, and strengthen communication between the government and the community. On the other hand, socialization that is not optimal can cause people to have difficulties in obtaining service information, potentially reducing the level of community satisfaction (Evi Lestari, 2021).

Community satisfaction is one of the indicators of the success of the implementation of public services because it reflects the extent to which the services provided are able to meet the expectations and needs of the community as service users. The better the quality of the services provided, the higher the level of community satisfaction. On the other hand, services that are not optimal will affect public perception of the government's performance in providing public services (Tjiptono, 2019). Therefore, the quality of public services is a very important factor for government agencies because it not only has an impact on public satisfaction, but also supports the realization of good governance.

This phenomenon is still a concern in the implementation of public services in Mestong District, Muaro Jambi Regency. Although the quality of public services in general is in the very good category, there are still several types of services that have not achieved optimal results. In addition, employee participation in competency development activities is not even and the implementation of socialization to the community still needs to be increased in effectiveness. This condition shows that improving employee competence and optimizing socialization need to be carried out on a sustainable basis so that the quality of public services can continue to improve and have an impact on public satisfaction.

Based on this description, this study was conducted to analyze the influence of employee competence and socialization on community satisfaction through the quality of public services in Mestong District, Muaro Jambi Regency. This research is expected to contribute to the development of public administration studies, especially regarding the role of employee competencies and socialization in improving the quality of public services and community satisfaction.

METHOD

This research was carried out in Mestong District, Muaro Jambi Regency, Jambi Province. The type of data used consists of primary data and secondary data. According to Sudirman et al. (2020), primary data is data obtained directly by researchers from the first source through the distribution of questionnaires to respondents, while secondary data is data

obtained from documents, reports, and publications related to the research object. The variables used in this study include Employee Competence (X_1) and Socialization (X_2) as independent variables (exogenous), Public Service Quality (Y) as intervening variables, and Community Satisfaction (Z) as dependent variables (endogenous). Other variables that were not studied but were suspected to affect the quality of public services and community satisfaction were declared as epsilon variables (ε).

The research population is the community that receives services in Mestong District, Muaro Jambi Regency. The research sample amounted to 100 respondents which were determined using cluster sampling techniques. Data analysis was carried out using descriptive and verifiable analysis through path analysis, while hypothesis testing was carried out using F test (simultaneous) and t test (partial). The entire data processing process is carried out with the help of SPSS software.

RESULTS AND DISCUSSION

Results of Respondents' Answers to Research Variables

The research activity after all the data from the respondents is collected is to analyze the data. Data analysis is carried out through the process of data grouping, tabulation of data, presentation of data for each research variable, and conducting tests to answer the formulation of problems and hypotheses that have been formulated.

Before testing the hypothesis, a descriptive analysis of each research variable was first carried out. The descriptive analysis aims to provide an overview of the condition of Employee Competence, Socialization, Service Quality, and Community Satisfaction based on respondents' answers using the Likert scale. The results of the descriptive analysis of the research variables can be seen in Table 1 below.

Table 1. Description of Research Variables

Yes	Variable	Score	Scale Range	Remarks
1	Employee Competencies (X_1)	3.268	2.881 – 3.600	Good
2	Socialization (X_2)	2.754	2.561 – 3.200	Good
3	Quality of Service (Y)	5.477	5.410 – 6.750	Height
4	Job satisfaction (Z)	3.651	3.601 – 4.500	Height

Source: Primary data processed (2026).

Based on Table 1, the results of the descriptive analysis show that the variables of Employee Competency and Socialization are in the good category, while the variables of Service Quality and Community Satisfaction are in the high category. These results show that the community gives a positive assessment of employee competence, the implementation of socialization, the quality of services provided, and the level of satisfaction with services at the Mestong District Office, Muaro Jambi Regency. This condition illustrates that good employee competence and effective socialization are able to support the improvement of service quality so that it has an impact on increasing community satisfaction.

Path Analysis Results

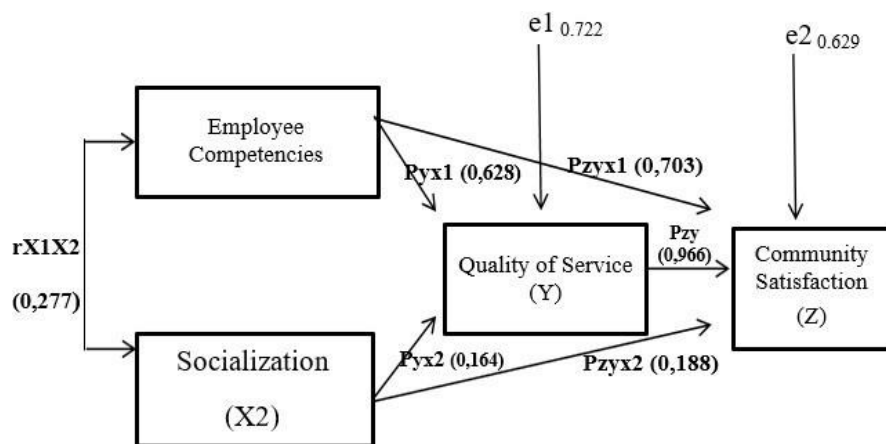
Path analysis is used to determine the direct and indirect influence of exogenous variables, namely Employee Competence (X_1) and Socialization (X_2), on endogenous variables, namely Service Quality (Y) and Community Satisfaction (Z). Data processing is carried out using the SPSS program version 21.0. The results of the path coefficient test are summarized in Table 2 below.

Table 2. Output Path Coefficient (Beta)

Model	Unstandar ized Coefficients		Beta
	B	Std.Error	
X1 → Y	1,085	0,132	0,628
X2 → Y	0,598	0,279	0,164
X1 → Z	0,735	0,070	0,703
X2 → Z	0,416	0,147	0,188
Y → Z	0,966	0,026	0,966
X1, X2 = 0,277			

Source: Data processed from SPSS output.

Based on table 2, a scheme can be made for the analysis of the influence of organizational culture, leadership style through work motivation on employee performance, as shown in figure 2, as follows:


Figure 1. Path Analysis Results

The Influence of Employee Competence and Socialization on Service Quality

To be able to explain the Direct and Indirect Influence of Employee Competence and Socialization on Service Quality, as shown in the following table:

Table 3. Recapitulation of the Influence of X1 and X2 on Y

Variable	Influence		Sub Total	Total Impact
	Direct	Indirect		
		X1	X2	
X1_Kom Officers	39,44%		2,85%	51,47%
X2_Sosialisasi	2,69%	2,85%		14,21%
The Magnitude of the Influence of X1 and X2 on Y				47,83%
Other Factors				52,17%

Source: Data processed (2026).

From the results of the path analysis carried out, the direct influence of Employee Competence on Service Quality was 39.44%, while the direct influence of Socialization on Service Quality was 2.69%. The indirect influence of Employee Competency through Socialization was 2.85%, while the indirect influence of Socialization through Employee Competency was also 2.85%. Thus, the total influence of Employee Competence and Socialization on Service Quality both directly and indirectly is 47.83%. This value is in line with the value of the determination coefficient (*R Square*), as shown in the following table

Table 4. Coefficient of Determination of Variables X1 and X2 Against Y
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,692a	,479	,468	9,298

a. Predictors: (Constant), X2_ Socialization, X1_ Employee Kom

Based on Table 4, it is known that the value of R Square is 0.479. This value shows that Service Quality can be explained by Employee Competence and Socialization of 47.9%, while the remaining 52.1% is influenced by other factors outside the research model.

The Influence of Employee Competence and Socialization on Community Satisfaction.

To be able to explain the Direct and Indirect Influence of Employee Competence and Socialization on Community Satisfaction, as shown in the following table:

Table 5. Recapitulation of the Influence of X1 and X2 on Z

Variable	Influence		Sub Total	Total Impact
	Direct	Indirect		
		X1 X2		
X1_Kom Officers	49,42%	3,66%	53,08%	
X2_Sosialisasi	3,53%	3,66%	7,19%	
The Magnitude of the Influence of X1 and X2 on Z				60,27%
Other Factors				39,73%

Source: Data processed (2026).

Based on the results of the path analysis, the direct influence of Employee Competence on Community Satisfaction was 49.42%, while the direct influence of Socialization was 3.53%. The indirect influence of Employee Competence through Socialization was 3.66%, as well as the indirect influence of Socialization through Employee Competence was 3.66%. Thus, the total influence of Employee Competence and Socialization on Community Satisfaction is 60.27%. This value is in line with the coefficient of determination (*R Square*), as presented in the following table.

Table 6. Coefficient of Determination of Variables X1 and X2 Against Z
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,777a	,603	,595	4,90858

a. Predictors: (Constant), X2_ Socialization, X1_ Employee Kom

Based on Table 6, the R Square value is 0.603. This shows that Community Satisfaction can be explained by Employee Competence and Socialization of 60.3%, while the remaining 39.7% is influenced by other factors outside the research model.

The Effect of Service Quality Performance on Community Satisfaction

The results of the path analysis show that the Quality of Service has a direct effect on Community Satisfaction by 93.30%, which is shown by the value of the path coefficient (Beta) of 0.966.

Table 7. Coefficient of Determining Service Quality to Community Satisfaction
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,966a	,933	,932	1,281

a. Predictors: (Constant), Y_Service Quality

Based on Table 7, the R Square value of 0.933 was obtained. This shows that Community Satisfaction can be explained by Service Quality of 93.3%, while the remaining 6.7% is influenced by other factors outside the research model.

The Influence of Employee Competence and Socialization through Service Quality on Community Satisfaction

The results of the path analysis show that Employee Competence and Socialization not only have a direct effect on Community Satisfaction, but also have an indirect influence through Service Quality as an intervening variable. The effect of Employee Competency through Service Quality on Community Satisfaction was 45.73%, while the effect of Socialization through Service Quality was 6.14%. Together, Employee Competence and Socialization through Service Quality have a total influence of 51.86% on Community Satisfaction. These results show that Service Quality plays a role as an intervening variable that strengthens the relationship between Employee Competence, Socialization, and Community Satisfaction.

Hypothesis Testing

Hypothesis testing was carried out to determine the influence of independent variables on dependent variables, either simultaneously (F test) or partially (t test). Simultaneous testing was carried out by comparing the value of F_{cal} with F_{table} at a significance level of 5% ($\alpha = 0.05$). The hypothesis is accepted if the $F_{cal} > F_{table}$ and the significance value < 0.05 . Meanwhile, partial testing was carried out by comparing the t_{cal} value with the table at a significance level of 5% ($\alpha = 0.05$). The hypothesis is accepted if the calculation is $> t_{table}$ and the significance value is < 0.05 . The results of hypothesis testing in this study are summarized in Table 8 below.

Table 8. Recapitulation of the value of F count and t count

Model	F	t	Sig.	Remarks
X1 → Y		8,236	0,000	Accepted Hypothesis
X2 → Y		2,143	0,035	Accepted Hypothesis
X1 dan X2 → Y	44,532		0,000	Accepted Hypothesis
X1 → Z		10,562	0,000	Accepted Hypothesis
X2 → Z		2,822	0,000	Accepted Hypothesis
X1 dan X2 → Z	73,963		0,000	Accepted Hypothesis
Y → Z		36,796	0,000	Accepted Hypothesis

Source: Data processed from SPSS output.

Based on Table 8, it can be seen that all hypotheses proposed in this study are accepted, both simultaneously and partially. These results show that Employee Competence and Socialization have a positive and significant effect on Service Quality and Community Satisfaction. In addition, Service Quality has also been proven to have a positive and significant effect on Community Satisfaction. Thus, the research model built in this study is proven to be able to explain the relationship between the variables studied.

Discussion

Overview of Employee Competencies, Socialization, Service Quality, and Community Satisfaction

The results of the descriptive analysis showed that the variables of Employee Competence and Socialization were in the good category, while Service Quality and Community Satisfaction were in the high category. This condition shows that the community gives a positive assessment of the competence of employees in providing services, the effectiveness of socialization carried out by agencies, the quality of services received, and the level of community satisfaction with services at the Mestong District Office, Muaro Jambi

Regency. The findings indicate that good employee competence and effective socialization are able to support the creation of optimal service quality so that it has an impact on increasing public satisfaction.

The Influence of Employee Competence and Socialization on Service Quality.

The results of the study showed that Employee Competence and Socialization simultaneously had a positive and significant effect on Service Quality ($F_{cal} = 44.532$; $Sig. = 0.000$), with a contribution of 47.9% ($R^2 = 0.479$). Partially, Employee Competence has a more dominant influence (total influence of 42.29%) than Socialization (total influence of 5.54%). These findings show that increasing the knowledge, skills, and professionalism of the apparatus is the main factor in improving the quality of services, while socialization plays a role in increasing public understanding of service procedures.

The results of this study are in line with the research of Sitompul and Wahyudin (2025) which states that employee competence has a positive effect on the quality of public services, and the research of Prasetyo and Muchtar (2025) which found that socialization has a significant effect on the quality of service. Thus, improving the quality of services in Mestong District needs to be carried out through sustainable employee competency development and optimization of socialization to the community.

The Influence of Employee Competence and Socialization on Community Satisfaction

The results of the study show that Employee Competence and Socialization simultaneously have a positive and significant effect on Community Satisfaction. This is proven through the F test with a F_{cal} value of $73.693 > F_{table} 3.09$ and a significance level of $0.000 < 0.05$. The amount of contribution of Employee Competence and Socialization to Community Satisfaction was shown by the value of the determination coefficient (R Square) of 0.603 or 60.3%, while the remaining 39.7% was influenced by other factors outside the study.

Partially, Employee Competence has a significant effect on Community Satisfaction with a t_{cal} value of 10.562 and a significance of 0.000. Employee competence has a total influence of 53.08%, making it the most dominant variable in increasing public satisfaction. This shows that the ability, knowledge, skills, and professionalism of employees are the main factors in creating services that are fast, precise, and in accordance with community expectations.

In addition, socialization was also proven to have a significant effect on Community Satisfaction with a t_{cal} value of 2.822 and a significance of 0.006. Socialization has a total influence of 7.19%, which shows that the delivery of information related to procedures, requirements, and service standards helps the public understand the service process so that it can increase satisfaction with the services provided.

The results of this study are in line with the research of Wahyudi and Yamin (2025) which states that the competence of human resources has a positive effect on community satisfaction through improving service quality. Research on Welfare and Puja (2025) also shows that employee competence contributes to community satisfaction through more effective services. In addition, research by Rusiana and Tontowi (2025) found that socialization has a positive effect on community satisfaction because it is able to increase public understanding of public services.

Thus, increasing community satisfaction in Mestong District can be done through strengthening employee competencies and implementing more effective and sustainable socialization.

The Effect of Service Quality on Community Satisfaction

The results of the study show that Service Quality has a positive and significant effect on Community Satisfaction. Based on the results of the t-test, a t_{cal} value of $36.796 > t_{table}$ of

1.984 with a significance level of $0.000 < 0.05$. The magnitude of the influence of Service Quality on Community Satisfaction reached 93.30% with a path coefficient value of 0.966 and an R Square value of 0.933.

These results show that service quality is the main factor in determining the level of community satisfaction. The better the services provided, such as fast, precise, responsive, transparent, and according to the needs of the community, the higher the level of satisfaction felt by the community. On the other hand, services that do not meet expectations can reduce the level of community satisfaction.

The findings of this study support the research of Milandia, Dharma, and Sari (2025) which found that the quality of service has a significant effect on public satisfaction with public services. In addition, Zahari's (2017) research also shows that good, fast, and appropriate service is able to increase service user satisfaction.

Thus, increasing community satisfaction in Mestong District needs to be directed at improving the quality of services through the development of apparatus competencies, improvement of service procedures, and increased responsiveness in meeting the needs of the community.

The Influence of Employee Competence and Service Quality Socialization on Community Satisfaction

Based on the results of the path analysis, it is known that Employee Competence and Socialization have an indirect influence on Community Satisfaction through Service Quality as an intervening variable. Employee Competence has an influence through Service Quality by 45.73%, while Socialization has an influence of 6.14%. Overall, Employee Competence and Socialization through Service Quality contributed 51.86% to Community Satisfaction.

These results show that Service Quality has an important role in strengthening the relationship between Employee Competence and Socialization to Community Satisfaction. Employees who have good competence will be able to provide services professionally, while effective socialization helps the community understand service procedures. These two factors will improve the quality of service received by the community so that it has an impact on increasing satisfaction.

This research is in line with Wahyudi and Yamin (2025) who found that human resource competence affects community satisfaction through improving service quality. In addition, Hasibuan and Siagian (2025) stated that the quality of public services has a significant effect on public satisfaction and public trust in the government.

Thus, the quality of service is an important connecting factor in increasing public satisfaction. Therefore, Mestong District needs to strengthen employee competence, increase the effectiveness of socialization, and improve the quality of services in an ongoing manner so that public services are more in line with the needs of the community.

CONCLUSIONS

1. Employee Competency Culture and Socialization are in the good category, while Service Quality and Community Satisfaction are in the high category in Mestong District, Muaro Jambi Regency.
2. Employee Competence and Socialization have a positive and significant effect on Service Quality, both simultaneously and partially. Employee Competence is a variable that has a more dominant influence than Socialization in improving Service Quality.
3. Employee Competence and Socialization have a positive and significant effect on Community Satisfaction, both simultaneously and partially. Increasing employee competence and the effectiveness of socialization has been proven to be able to increase public satisfaction with the services provided.

4. Service quality has a positive and significant effect on Community Satisfaction and is the most dominant variable in increasing community satisfaction.
5. Service quality is able to play a role as an intervening variable that strengthens the influence of Employee Competence and Socialization on Community Satisfaction. Therefore, increasing public satisfaction needs to be supported through employee competency development, socialization optimization, and continuous service quality improvement.

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