

# Analysis of Service Quality and Reputation on User Satisfaction of Business Entity Certification Services at the Gamana Krida Bhakti Business Entity Certification Institute

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## *Abstract*

*User satisfaction is a level of positive or evaluative feelings that arise after users compare their perceptions of an institution's product or service performance with their expectations. This study aims to analyze the effect of service quality and institutional reputation on user satisfaction at the Gamana Krida Bhakti Business Certification Institute. This research method uses quantitative analysis with multiple linear regression analysis techniques. The population in this study were all users of Business Certification Services at the Gamana Krida Bhakti (GKB) Business Certification Institute (LSBU), totaling 52,761. The determination of the number of samples used in this study was determined using the Slovin formula with an margin error of 10% so that a sample size of 100 respondents was obtained. The results of the study indicate that service quality has a positive and significant effect of 24% on user satisfaction, institutional reputation has a positive and significant effect of 21.1% on user satisfaction and service quality and institutional reputation together have a positive and significant effect of 30.8% on user satisfaction at the Gamana Krida Bhakti (GKB) Business Certification Institute (LSBU).*

**Keywords:** *Service Quality, Institutional Reputation, User Satisfaction*

## **Introduction**

Global competition has become an inevitable phenomenon in the industrial world, especially in an era characterized by fast-paced changes. Especially in the service sector, all institutions, be it government or private institutions, are required to have new capabilities in order to succeed and remain competitive (Warto & Samsuri, 2020). One of the strategies that has been adopted by service institutions to dominate in the competition is to focus on providing quality services that can meet the level of user satisfaction (Astriyanti et al., 2023).

User satisfaction is the level of positive or evaluative feelings that arise after users compare their perception of the performance of an institution's product or service with their expectations. User satisfaction is an important key in building and maintaining long-term relationships with users. User satisfaction is formed through the comparison between what users expect (expectations) and what they receive (actual performance) (Sholikhah, 2017).

User satisfaction with a product or service is difficult to achieve if the government or private institution does not fully understand what is expected by its consumers (Suherni

et al., 2023). Therefore, a deep understanding of the needs, expectations, and preferences of users is key in building and maintaining high levels of satisfaction. Institutions need to actively explore and understand user expectations, as well as strive to anticipate and meet these needs (Pandipa, 2020).

Responsive and high-quality services, which are in line with user expectations, can form a positive perception and strengthen the bond between users and the Institution. Conversely, a lack of understanding of user needs can lead to dissatisfaction, affect the image of the institution, and potentially even lose users. Therefore, a deep understanding of the user's perspective is key in the effort to achieve and maintain an optimal level of satisfaction.

Service quality is basically an important key in shaping user satisfaction. If the quality of the services provided by the institution does not meet the expectations of users, this can cause users to lose interest in the products or services offered. Therefore, efforts to ensure that the quality of service meets or even exceeds user expectations are of paramount importance. On the other hand, if the institution is able to provide satisfactory services and exceed user expectations, it is likely that users will remain loyal and even tend to reuse the products or services offered by the institution. Therefore, the provision of quality services is an effective strategy in maintaining and increasing the market share of institutions, especially in the midst of fierce global competition (Arifin & Nasution, 2017).

Service quality assessment must be seen from the perspective of users, not only institutions (Santoso, 2019). Therefore, the institution must focus on the interests of users in formulating service strategies and programs, and be committed to maintaining quality. By adapting strategies according to user expectations, institutions can ensure that the services provided meet or exceed the expected standards, thereby creating closer and more sustainable relationships (Mutiarra et al., 2021).

The influence of service quality on service satisfaction can be reflected in the existence of Business Entity Certification at the Business Entity Certification Institute (LSBU). The Business Entity Certification Agency is an institution or organization responsible for carrying out the certification process for business entities or companies (Ministry of PUPR, 2021). This certification process aims to verify that the business entity meets certain standards set in a specific field, such as quality management, environment, safety, security, or other fields.

Business entity certification bodies usually have strict criteria and procedures to ensure that certified companies have met the set requirements. This certification can give customers, suppliers, and other stakeholders confidence that the business entity has achieved certain standards in its operations.

Based on the accumulated data on the status of LSBU applications, it shows that there are 16 institutions under the auspices of the Ministry of Public Works and Public Housing. The institutions with the three highest rankings in certification applications are the Independent Construction National Aspekna (109011), Gamana Krida Bhakti (53971) and Gapekna Infrastruktur (40323). This shows that these three institutions have

a high interest in obtaining certification as proof that they meet the standards set in the construction and infrastructure industry.

This certification application can be an important step for these institutions to improve their reputation in the market, demonstrate their commitment to quality and safety in construction and infrastructure projects, and expand cooperation opportunities with relevant parties in the industry. One of the institutions, namely the Business Entity Certification Institute (LSBU), namely Gamana Krida Bhakti (GKB), showed a fairly high rejection, which was 1433 (Ministry of Public Works and Public Housing, 2024).

Based on the results of the pre-survey, it shows that the rejection of these various businesses in applying for certification is caused by various factors, including financial statements that have not been audited by public accountants and have not been barcoded by the Ministry of Finance, lack of work experience in accordance with the field taken, lack of relevant experts or lack of additional experts in accordance with the requirements, and the inability to meet quality management system (ISO) standards.

This certification not only reflects LSBU GKB's commitment to high standards and service quality, but also has a significant impact on service user satisfaction. The Gamana Krida Bhakti Business Entity Certification Institute (LSBU) has a very important role in providing certification services for Business Entities (BU) in the field of PB-UMKU (Business Licensing – To Support Business Activities) in the form of SBU (Business Entity Certification) to users (PT. Gamana Krida Bhakti, 2023). This certification has a significant impact on the legitimacy and trust of related parties in the quality and safety of products or services offered by the Business Entity.

LSBU Gamana Krida Bhakti was formed by BPP GAPENSI based on Notary Deed No. 1 of 2021, with the ratification of the Establishment of Legal Entity PT. Gamana Krida Bhakti Number AHU-0001433. AH.01.01. YEAR. 2021 (Ministry of Law and Human Rights, 2021). The main focus of the institution is on the activities of construction work certification services, which aim to support the government in several important aspects. First, LSBU Gamana Krida Bhakti is committed to improving the capabilities and capacity of the national construction services business.

In addition, this institution plays an active role in creating a conducive business climate and encouraging healthy business competition. Then, LSBU Gamana Krida Bhakti also aims to implement construction services in accordance with the standards of ability and capacity of business entities that have been set. To achieve this goal, LSBU Gamana Krida Bhakti has established and is equipped with adequate physical and digital facilities, relevant certification schemes, and competent personnel in carrying out the entire certification process (PT. Gamana Krida Bhakti, 2023). Thus, this institution acts as a strategic partner in advancing the construction sector, ensuring that certified Business Entities can operate to the highest standards and meet applicable requirements.

This includes the availability of physical and digital infrastructure, relevant certification schemes, and competent personnel. The success in obtaining the certification reflects LSBU GKB's efforts in providing services that meet or even exceed the expectations of service users (PT. Gamana Krida Bhakti, 2023). Business Entity

Certification can also be considered as a form of external recognition of the quality of services provided by LSBU GKB. This can give certified Business Entities and potential service users confidence that they can rely on LSBU GKB for a reliable and high-quality certification process (Nawarini et al., 2020).

In addition, certification can increase user confidence in the integrity and competence of LSBU GKB as a certification body. Service users tend to feel more satisfied when they know that the certification process is carried out by an institution that has relevant certifications and accreditations. Overall, Business Entity Certification at LSBU GKB is not only an indicator of service quality, but also a factor that can increase service user satisfaction by providing confidence, trust, and recognition of the competence and credibility of LSBU GKB in organizing the certification process (Hasibuan & Nasution, 2022).

Service quality refers to the extent to which an organization or institution can meet or exceed user expectations and needs in the provision of services. It involves a set of attributes or characteristics that shape the user experience and create a perception of how well a service is provided (Kurniasih & Wismaningtyas, 2020). Service quality is one of the main factors for the success of an institution, because with good service quality it can give more benefit to consumers and can also affect consumer satisfaction because of the interaction between the community and institutions that can work together (Herlambang & Komara, 2021).

The dimensions of consumer satisfaction are known as SERVQUAL, namely Physical Evidence, Reliability, Responsiveness, Assurance and Empathy. The SERVQUAL model has become an important tool in measuring and improving service quality in various industry sectors. By understanding and paying attention to each of these dimensions, institutions can identify areas where improvements are needed to meet or exceed user expectations (Istianah & Yustanti, 2022).

Research conducted by Herlambang & Komara (2021) shows that service quality has a positive effect on user satisfaction. Meanwhile, another result from Budiarno (2022) shows that service quality has no effect on user satisfaction.

Another factor that influences user satisfaction is reputation. Reputation has a very important role in shaping user perception and satisfaction. When an institution is known for its good reputation, it can have a positive impact on the user experience as well as increase their satisfaction levels. A good reputation creates user trust and confidence in the products or services offered by the institution. Users tend to feel more comfortable and confident when interacting with institutions that have a solid reputation (Christoper, 2024).

A good reputation also reflects quality, integrity, and a commitment to user satisfaction. When users feel that they have values that align with their needs and expectations, this can create a strong and positive relationship between them and the user. Users tend to believe that with a good reputation, they tend to provide products or services that are reliable, innovative, and meet high quality standards. Therefore, a good reputation can be an important factor in shaping consumer satisfaction. Research conducted by

Nawawi (2022) shows that reputation has a positive effect on user satisfaction. Meanwhile, another result from Nisa (2024) shows that reputation has no effect on user satisfaction.

The challenges faced by LSBU GKB in organizing an effective certification process can include various aspects, ranging from the availability of adequate resources to the ability to keep up with the latest regulatory developments in the relevant industry (Kurniasih & Wismaningtyas, 2020). Therefore, it is important to conduct an in-depth analysis related to the quality of service and reputation provided by LSBU GKB, and its impact on the satisfaction of users of the Business Entity Certification service. Through a better understanding of the factors that affect user satisfaction, LSBU GKB can identify areas of improvement in their service process. This analysis can provide valuable insights to improve efficiency, increase transparency, and ensure that certified Business Entities feel significant added value from the certification process carried out by GKB LSBU.

The purpose of this study is to find out: analyze the magnitude of the influence of service quality on the satisfaction of users of the Business Entity Certification service at the Gamana Krida Bhakti (GKB) Business Entity Certification Institute (LSBU). To analyze it, the magnitude of the influence of reputation on the satisfaction of users of the Business Entity Certification service at the Gamana Krida Bhakti (GKB) Business Entity Certification Institute (LSBU). To analyze the magnitude of the joint influence of service quality and reputation on the satisfaction of users of the Business Entity Certification service at the Gamana Krida Bhakti (GKB) Business Entity Certification Institute (LSBU).

Research that analyzes service quality and reputation on user satisfaction Certification services Badan Usaha di Lembaga Sertifikasi Badan Usaha (LSBU) Gamana Krida Bhakti (GKB) have a variety of important uses. Some of the uses of this research include: This research can identify problems and weaknesses in the provision of certification services. The results of the research can be used by LSBU GKB to make the necessary improvements in the certification and service process, thereby improving the quality of service and overall reputation.

## **Research Methods**

This type of study uses a quantitative technique with an inferential statistical approach, according to Amruddin (2022) is a study technique based on the philosophy of post-positivism, and is used to conduct studies on certain populations and samples. The data used is primary data on users of the Business Entity Certification service at the Gamana Krida Bhakti Business Entity Certification Institute (GKB). Primary data is data collected directly from the original or first-time source, without going through intermediaries or other interpretations. This data is obtained through research or direct observation conducted by the researcher or the person collecting the data.

## Results and Discussion

### Test Research Instruments

#### *Validity Test*

This validity test determines whether or not a questionnaire is valid or not used as a conceptual measure. It can be declared valid if each item can reveal the facts of something accurately, consistently, and sturdily. The validity of the questionnaire indicator if it can achieve the right measurement goal in the independent variable. In this study, the indicator can be said to be valid if it has a sig value.  $> 0.60$  and higher than the table. The results of the validity test are as follows:

**Table 1. Validity Test**

No. Item	R Hitung	R Tabel	Nilai Signifikansi	Keterangan
Y1	0.896**	0.1966	0.000	Valid
Y2	0.933**	0.1966	0.000	Valid
Y3	0.831**	0.1966	0.000	Valid
Y4	0.903**	0.1966	0.000	Valid
Y5	0.942**	0.1966	0.000	Valid
Y6	0.764**	0.1966	0.000	Valid
Y7	0.932**	0.1966	0.000	Valid
Y8	0.939**	0.1966	0.000	Valid
Y9	0.934**	0.1966	0.000	Valid
Y10	0.915**	0.1966	0.000	Valid
X1.1	0.332**	0.1966	0.000	Valid
X1.2	0.541**	0.1966	0.000	Valid
X1.3	0.634**	0.1966	0.000	Valid
X1.4	0.533**	0.1966	0.000	Valid
X1.5	0.737**	0.1966	0.000	Valid
X1.6	0.508**	0.1966	0.000	Valid
X1.7	0.670**	0.1966	0.000	Valid
X1.8	0.830**	0.1966	0.000	Valid
X1.9	0.892**	0.1966	0.000	Valid
X1.10	0.787**	0.1966	0.000	Valid
X2.1	0.707**	0.1966	0.000	Valid
X2.2	0.746**	0.1966	0.000	Valid
X2.3	0.756**	0.1966	0.000	Valid
X2.4	0.665**	0.1966	0.000	Valid
X2.5	0.915**	0.1966	0.000	Valid
X2.6	0.617**	0.1966	0.000	Valid
X2.7	0.786**	0.1966	0.000	Valid
X2.8	0.804**	0.1966	0.000	Valid
X2.9	0.879**	0.1966	0.000	Valid
X2.10	0.881**	0.1966	0.000	Valid

Source: Data processed (2024).

Based on table 1, the validity test shows an overall significance value of  $0.000 < 0.05$  and the R value of the  $> R$  table (0.1966) so that all question items on the variables of user satisfaction, service quality and reputation of the institution can be said to be valid.

#### *Reliability Test*

Reliability refers to the level of stability or consistency of measurement results over time, as well as the extent to which the instrument can be considered reliable. This

is a construct with good reliability if the value of Cronbach Alpha  $\geq 0.60$  (Ghozali, 2018). The results of the reliability test are as follows:

**Table 2. Reliability Test**

Variabel	Cronbach's Alpha	N of Items
Kepuasan Pengguna (Y)	0.974	10
Kualitas Pelayanan (X <sub>1</sub> )	0.865	10
Reputasi Lembaga (X <sub>2</sub> )	0.927	10

Source: Data processed (2024).

Based on table 2, the reliability test shows that the Cronbach's alpha value of the variables of user satisfaction (0.974), service quality (0.865) and institution reputation (0.927) has a Cronbach's alpha value of  $\geq 0.60$  so that the questionnaire or question item is considered reliable.

**Classical Assumption Test**

**Normality Test**

The normality test aims to test whether the data population spreads normally or vice versa. In this study, the normality test used is the Kolmogorow Smirnov test. The basis for making a decision on the normality test is that if the significance value obtained is greater than the  $\alpha$  value, which is 0.05, then the data is normally distributed so that it meets the assumption of normality (Damanik, 2024). The results of the calculation of the normality test of Kolmogorov Smirnov are as follows:

**Table 3. Normality Test**

	Unstandardized Residual	
N		100
Normal Parameters <sup>a,b</sup>	0.000000	0.000000
	4.88878863	1.66325295
Most Extreme Differences	0.079	0.059
	0.048	0.054
	-0.079	-0.059
Test Statistic		0.079
Asymp. Sig. (2-tailed)		0.122

Source: Data processed (2024)

Based on the results of the normality table 3 test, the results obtained from the asymp value. Sig is 0.122 which has a value of more than 0.05, which means that the data in this study has been distributed normally.

**Multicollinearity Test**

The multicollinearity test is used to test whether there is a correlation between independent variables in the regression model. If there is a correlation, then the data has a multicollinearity problem. A good regression model is shown by the absence of strong correlations between independent variables. The basis for making decisions on the multicollinearity test is to look at the Variance Inflation Factor (VIF) value where the VIF value must be below the value of 10 or the Tolerance value is more than 0.01 so that it

can be firmly concluded that there is no multicollinearity problem (Ghozali, 2018). The results of the calculation of the multicollinearity test are as follows:

**Table 4. Multicollinearity Test**

Variabel	Nilai Tolerance	Nilai VIF
Kualitas Pelayanan (X <sub>1</sub> )	0.796	1.256
Reputasi Lembaga (X <sub>2</sub> )	0.796	1.256

Sumber: Data diolah (2024).

Based on the results of table 4 of the multicollinearity test in the table, it can be seen in the VIF column that the VIF value for the variable of service quality and reputation of the institution < 10 and the Tolerance value > 0.1, then it can be concluded that the regression model is free of multicollinearity or the absence of multicollinearity problems.

***Heteroscedasticity***

The heteroscedasticity test aims to test the variance inequality from the residual of one observation to another observation in the regression model. The method used to test heteroscedasticity in this study uses the Glacier test. The basis for decision-making is that if the significance value is greater than the  $\alpha$  value, which is 0.05, then there is no symptom of heteroscedasticity (Purnomo, 2016). The results of the heteroscedasticity test using the Glejser test are as follows:

**Table 5. Heteroscedasticity Test**

Variabel	Sig.
(Constant)	0.017
Kualitas Pelayanan (X <sub>1</sub> )	0.056
Reputasi Lembaga (X <sub>2</sub> )	0.245

Sumber: Data diolah (2024).

Based on table 6 above, it is explained that the independent variables consisting of service quality and the reputation of the institution have a > sig value of 0.05. So it shows that there is no heteroscedasticity problem in the regression model.

**Simple and Multiple Linear Regression Analysis**

***Testing the First Hypothesis***

The first hypothesis in this study is explained as follows:

H<sub>0</sub> =  $\beta_0 = 0$ : there is no effect of service quality on the satisfaction of certification service users Badan Usaha di Lembaga Sertifikasi Badan Usaha (LSBU) Gamana Krida Bhakti (GKB).

H<sub>a</sub> =  $\beta_0 \neq 0$ : There is an influence of service quality on service user satisfaction Sertifikasi Badan Usaha di Lembaga Sertifikasi Badan Usaha (LSBU) Gamana Krida Bhakti (GKB).

*Uji t*

**Table 6. Test t the Effect of Service Quality on User Satisfaction**

Variabel	B	t	Sig	H0	Hasil
(Constant)	17.152	3.581			
Kualitas Pelayanan (X <sub>1</sub> )	0.623	5.674	0.000	Ditolak	Terbukti



Source: Data processed (2024).

Based on table 6, it shows a probability of  $0.000 < 0.05$  with a beta coefficient of 0.623 which indicates that  $H_0$  is rejected and accepts  $H_a$  so that it can be concluded that service quality has a positive and significant effect on service user satisfaction Sertifikasi Badan Usaha di Lembaga Sertifikasi Badan Usaha (LSBU) Gamana Krida Bhakti (GKB).

*Koefisien Determinasi*

**Table 7. Coefficient of Determination of the Influence of Service Quality on User Satisfaction**

Variabel	R Square	Adjusted R Square
Quality of Service ( $X_1$ )	0.247	0.240

Source: Data processed (2024).

Based on table 7, the  $R^2$  (Adjusted R Square) figure is obtained of 0.240 or 24% on the service quality variable. This shows that the percentage of contribution that affects service quality on user satisfaction of Business Entity Certification services at the Gamana Krida Bhakti (GKB) Business Entity Certification Institute (LSBU) is 24%. While the remaining 76% is influenced by other variables that are not included in this research model.

*Simple Regression Equations*

Based on the results of the analysis in testing this hypothesis, a simple linear regression equation is obtained as follows:

$$\hat{Y} = a + \beta_2 X_1$$

$$\hat{Y} = 17,152 + 0,623 X_1$$

$$\hat{Y} = 17,775$$

The linear regression equation explains that if there is an increase in the quality of service to the company's employees, the satisfaction of users of the Business Entity Certification service in Lembaga Sertifikasi Badan Usaha (LSBU) Gamana Krida Bhakti (GKB) akan mengalami peningkatan sebesar 17,775 dengan asumsi variabel reputasi lembaga konstan.

***Second Hypothesis Testing***

The second hypothesis in this study is explained as follows:

$H_0 = \beta_0 = 0$ : there is no influence of the institution's reputation on the satisfaction of certification service users Badan Usaha di Lembaga Sertifikasi Badan Usaha (LSBU) Gamana Krida Bhakti (GKB).

$H_a = \beta_0 \neq 0$ : There is an influence of the institution's reputation on the satisfaction of users of Certification services Badan Usaha di Lembaga Sertifikasi Badan Usaha (LSBU) Gamana Krida Bhakti (GKB).

*Uji t*

**Table 8. Test t the Influence of Institutional Reputation on User Satisfaction**

Variabel	B	t	Sig	H0	Hasil
(Constant)	24.391	6.410			
Reputasi Lembaga (X <sub>2</sub> )	0.464	5.248	0.000	Ditolak	Terbukti

Source: Data processed (2024).

Based on table 8, it shows a probability of  $0.000 < 0.05$  with a beta coefficient of 0.424 which indicates that H<sub>0</sub> is rejected and accepts H<sub>a</sub> so that it can be concluded that the reputation of the institution has a positive and significant effect on the satisfaction of users of the Business Entity Certification service in Lembaga Sertifikasi Badan Usaha (LSBU) Gamana Krida Bhakti (GKB).

#### *Uji Koefisien Determinasi*

**Table 10 Coefficient of Determination of the Influence of Institutional Reputation on User Satisfaction**

Variabel	R Square	Adjusted R Square
Reputasi Lembaga (X <sub>2</sub> )	0.219	0.211

Source: Data processed (2024).

Based on table 10, the R<sup>2</sup> (Adjusted R Square) figure was obtained at 0.211 or 21.1%. % on the variable of the institution's reputation. This shows that the percentage of contribution to the influence of institutional reputation on user satisfaction of Business Entity Certification services at the Gamana Krida Bhakti (GKB) Business Entity Certification Institute (LSBU) is 21.1%. While the remaining 78.9% was influenced by other variables that were not included in this research model.

#### *Simple Regression Equations*

Based on the results of the analysis in testing this hypothesis, a simple linear regression equation is obtained as follows:

$$\hat{Y} = a + \beta_2 X_1$$

$$\hat{Y} = 24,391 + 0,464 X_2$$

$$\hat{Y} = 24,855$$

The linear regression equation explains that if there is an increase in the institution's reputation among the company's employees, the satisfaction of users of the Business Entity Certification service at the Gamana Krida Bhakti (GKB) Business Entity Certification Institute (LSBU) will increase by 24,855 assuming a constant service quality variable.

#### **Third Hypothesis Testing**

The third hypothesis in this study is explained as follows:

H<sub>0</sub> = β<sub>0</sub> = 0: there is no effect on service quality and institutional reputation together on the satisfaction of users of the Business Entity Certification service in Lembaga Sertifikasi Badan Usaha (LSBU) Gamana Krida Bhakti (GKB).

H<sub>a</sub> = β<sub>0</sub> ≠ 0: there is an influence on the quality of service and the reputation of the institution together on the satisfaction of users of the Business Entity Certification service in Lembaga Sertifikasi Badan Usaha (LSBU) Gamana Krida Bhakti (GKB).

*Uji F*

**Table 11 Simultaneous Test of Service Quality and Institutional Reputation Variables on User Satisfaction**

Variable	F	Sig.
Service Quality (X1) and Institutional Reputation (X2)	23.039	0.000

Source: Data processed (2024).

Based on table 11 on the variables of service quality and institutional reputation, the value of the Sig. result is 0.000, that is, all independent variables included in the model have a simultaneous influence on the dependent variables. The variables of service quality and institutional reputation have a combined effect on the satisfaction of users of the Business Entity Certification service at the Gamana Krida Bhakti (GKB) Business Entity Certification Institute (LSBU).

*Coefficient of Determination Test*

**Table 12 Determination Coefficient of Service Quality and Institutional Reputation Variables on User Satisfaction**

Variable	R Square	Adjusted R Square
Service Quality (X1) and Institutional Reputation (X2)	0.322	0.308

Source: Data processed (2024).

Based on table 12, the percentage contribution of the influence of service quality and institutional reputation to the satisfaction of users of the Business Entity Certification service at the Gamana Krida Bhakti (GKB) Business Entity Certification Institute (LSBU) is 30.8%. While the remaining 69.2% is explained by other influences outside the model.

*Multiple Regression Equation Test*

Based on the results of the analysis in testing this hypothesis, a simple linear regression equation is obtained as follows:

$$\hat{Y} = a + \beta_2 X_1 + \beta_3 X_2$$

$$\hat{Y} = 11.723 + 0.450 X_1 + 0.304 X_2$$

$$\hat{Y} = 12,477$$

The linear regression equation explains that if there is a one-unit increase in service quality and institutional reputation together in company employees, the satisfaction of users of the Business Entity Certification service at the Gamana Krida Bhakti (GKB) Business Entity Certification Institute (LSBU) will increase by 12,477 assuming a constant service quality variable.

**Uji Hipotesis**

***Partial Test (T-Test)***

The t-test is a test that is carried out to show the parameter value of each dependent variable to the independent variable. Here are the results of the statistical test t:

**Table 13 Partial Test**

Variable	B	t	Mr	H0	Result
Effect of Service Quality (X1) on Satisfaction (Y)					
(Constant)	17.152	3.581			
Quality of Service (X1)	0.623	5.674	0.000	Rejected	Evident
The Influence of Institutional Reputation (X2) on Satisfaction (Y)					
(Constant)	24.391	6.410			
Reputation of the institution (x2)	0.464	5.248	0.000	Rejected	Evident
The Influence of Service Quality (X1) and Institutional Reputation (X2) on Satisfaction (Y)					
(Constant)	11.723	2.412	0.018		
Quality of Service (X1)	0.450	3.832	0.000	Rejected	Evident
Reputation of the institution (x2)	0.304	3.271	0.001	Rejected	Evident

Source: Data processed (2024).

Based on table 13 of the T test, the influence of the variables can be known as follows:

1. The Effect of Service Quality on User Satisfaction

From the results of the hypothesis test, it can be seen that the prob sig value for the service quality variable is 0.000, because the prob sig value is  $< 0.05$ , H0 is rejected and H1 is accepted, so it can be concluded that there is a positive and significant influence of the service quality variable on user satisfaction.

2. The Influence of Institutional Reputation on User Satisfaction

From the results of the hypothesis test, it can be seen that the prob sig value for the institution reputation variable is 0.000, because the prob sig value is  $< 0.05$ , H0 is rejected and H2 is accepted, so it can be concluded that there is a positive and significant influence of the institution reputation variable on user satisfaction.

3. The Influence of Service Quality and Institutional Reputation on User Satisfaction

From the results of the hypothesis test, it can be seen that the prob sig value for the service quality variable is 0.000, because the prob sig value is  $< 0.05$ , H0 is rejected and H3 is accepted, so it can be concluded that there is a positive and significant influence of the service quality variable on user satisfaction. In addition, from the results of the hypothesis test, it can be seen that the prob sig value for the institutional reputation variable is 0.001, because the prob sig value is  $< 0.05$ , H0 is rejected and H3 is accepted, so it can be concluded that there is a positive and significant influence of the institutional reputation variable on user satisfaction.

**Simultaneous Test (Test F)**

The F test is used to show whether all the independent variables included in the model have a simultaneous effect on the dependent variables. The basis for making the decision of the F test is to look at the significance of  $< 0.05$  (Ghozali, 2018). The results of the F test are as follows:

**Table 14 Test F**

Variable	F	Sig.
Quality of Service (X1)	31.189	0.000
Reputation of the institution (x2)	27.545	0.000
Service Quality (X1) and Institutional Reputation (X2)	23.039	0.000

Source: Data processed (2024).

Based on the results of the tests that have been carried out in table 14, the results of the study are as follows:

1. The service quality variable obtained a Sig. result value of 0.000, that is, all independent variables, namely service quality included in the model, have a simultaneous influence on the dependent variable, namely user satisfaction. Service quality variables have a combined effect on user satisfaction.
2. The variable of institutional reputation obtained a value of 0.000 Sig. results, that is, all independent variables, namely institutional reputation included in the model, have a simultaneous influence on the dependent variable, namely user satisfaction. The variable of institutional reputation has a combined effect on user satisfaction.
- 1) The variable of service quality and reputation of the institution obtained a value of Sig. of 0.000, that is, all independent variables included in the model have a simultaneous influence on the dependent variables. The variables of service quality and the reputation of the institution have a combined effect on user satisfaction.

**Determination Coefficient Test (R2)**

In multiple linear regression analysis, the determination coefficient shows the magnitude of the simultaneous influence of independent variables on dependent variables. The value of the determination coefficient is seen from the adjusted R Square value because there is more than one independent variable.

**Table 15 Test of Determination Coefficient**

Variable	R Square	Adjusted R Square
Quality of Service (X1)	0.247	0.240
Reputation of the institution (x2)	0.219	0.211
Service Quality (X1) and Institutional Reputation (X2)	0.322	0.308

Source: Data processed (2024).

Based on table 15, the R2 (Adjusted R Square) figure was obtained of 0.240 or 24% on the service quality variable and 0.211 or 21.1% on the reputation of the institution and as much as that. This shows that the percentage of contributions that affect service quality on user satisfaction is 24%. While the remaining 76% is influenced by other variables that are not included in this research model. The percentage of contribution to the influence of institutional reputation on user satisfaction was 21.1%. While the remaining 78.9% was influenced by other variables that were not included in this research model. The percentage of contribution to the influence of service quality and the reputation of the institution on user satisfaction was 30.8%. While the remaining 69.2% is explained by other influences outside the model.

**Discussion**

**The Effect of Service Quality on User Satisfaction**

Based on the results of regression analysis, it was shown that service quality had a positive and significant effect on user satisfaction at the Gamana Krida Bhakti Business

Entity Certification Institute. These results are in line with research conducted by Rahayu et al., (2021), Herlambang & Komara (2021) showing that service quality has a positive effect on user satisfaction. Based on the results of the Adjusted r-square of service quality of 0.240 which shows the percentage of contribution of service quality to user satisfaction by 24%. While the remaining 76% is influenced by other variables that are not included in this research model.

In the theory of government science, service quality is one of the main indicators in assessing the performance of public institutions, including the Gamana Krida Bhakti Business Entity Certification Institute. High service quality reflects the effectiveness, efficiency, and responsiveness of the institution in meeting user needs (Tamaun et al., 2024). When the services provided meet or even exceed user expectations, then this contributes directly to increasing user satisfaction. In this context, user satisfaction is the result of a positive perception of the quality of services provided, which includes aspects such as speed, clarity of information, friendliness, and competence of officers. Therefore, good service quality not only has a positive but also significant effect on the level of user satisfaction which in turn can increase trust and reputation (Syafie, 2022).

Service quality plays a crucial role in influencing user satisfaction at the Gamana Krida Bhakti Business Entity Certification Institute. When the services provided meet or even exceed user expectations, it creates a positive experience that can increase trust and loyalty to the institution (Rahayu et al., 2021). Quality service includes various aspects such as speed of response, accuracy of information provided, friendly and professional attitude of staff, and ease of certification process. All of these factors contribute to users' positive perception of the services they receive (Hudaya, 2024).

User satisfaction is often influenced by how they feel treated during the service process. At the Gamana Krida Bhakti Business Entity Certification Institute, when users feel that they are well served, receive appropriate attention, and their needs are understood and responded to quickly, they tend to feel more satisfied. Responsive and personalized service can also increase user perception that the institution pays attention to details and strives to provide the best service, which ultimately increases satisfaction (Indrasari, 2019).

In addition, high service quality is closely related to the level of user trust in the institution. If users feel that the services they receive are of high quality, they will be more likely to trust the institution's ability to carry out its duties professionally (Susetyo et al., 2024). This trust is important because certification bodies such as Gamana Krida Bhakti have a great responsibility in providing credible certification, which has a direct impact on the operations and reputation of the business entities they certify.

### **The Influence of Institutional Reputation on User Satisfaction**

Based on the results of regression analysis, it shows that the reputation of the institution has a positive and significant effect on user satisfaction at the Gamana Krida Bhakti Business Entity Certification Institute. This result is in line with research conducted by Nawawi (2022) showing that the reputation of the institution has a positive effect on user satisfaction. Based on the results of the Adjusted r-square of the institution's

reputation of 0.211, which shows that the percentage of contribution of the influence of the institution's reputation on user satisfaction is 21.1%. While the remaining 78.9% was influenced by other variables that were not included in this research model.

In the theory of government science, the reputation of an institution or company is one of the most important non-material assets, especially in the context of public institutions such as the Gamana Krida Bhakti Business Entity Certification Institute (Zainal, 2019). Reputation reflects the public perception of the integrity, competence, and reliability of the institution in carrying out its duties and functions. In institutions tasked with providing certification or other public services, a good reputation can be a key factor that affects the level of trust and user satisfaction (Purba et al., 2023).

The high reputation of the Gamana Krida Bhakti Business Entity Certification Institute shows that this institution is recognized as a credible and professional entity in providing certification services. This recognition does not come instantly, but is built through consistency in providing quality services, transparency in the process, and accountability in all aspects of operations (Prasetya, 2023). The theory of governance science emphasizes that good reputation is also the result of effective governance, where institutions are able to manage resources well, meet ethical standards, and maintain good relationships with stakeholders (Dewi & Suparno, 2022).

The influence of an institution's reputation on user satisfaction can be seen through several mechanisms. First, a good reputation creates positive expectations among users. When these expectations are met or even exceeded by the quality of the services provided, this will immediately increase the level of user satisfaction (Damanik, 2024). Second, a strong reputation also serves as a guarantee of quality, where users feel more at ease and confident that they will receive service that meets the highest standards. In the context of a certification body, this is especially important because users often need certainty that the certifications they receive are legitimate, recognized, and valuable (Tamaun et al., 2024).

Furthermore, the theory of governance science states that reputation also plays a role in shaping the long-term relationship between institutions and users. A good reputation not only increases user satisfaction directly, but also increases user loyalty, where they are more likely to return to using the agency's services in the future (Prasetya, 2023). This creates a positive cycle, where high user satisfaction strengthens the reputation of the institution, and this increasingly good reputation in turn continues to improve user satisfaction.

Overall, in the theory of government science, the reputation of the institution and user satisfaction are closely intertwined. A good reputation is the result of an institution's continuous efforts to maintain service quality and integrity, while user satisfaction is a direct measure of the effectiveness of that reputation in meeting or exceeding user expectations. At the Gamana Krida Bhakti Business Entity Certification Institute, a very high reputation not only increases user satisfaction but also strengthens the institution's position as a reliable entity in the certification sector.

### **The Influence of Service Quality and Institutional Reputation on User Satisfaction**

Analysis of Service Quality and Reputation on User Satisfaction of Business Entity  
Certification Services at the Gamana Krida Bhakti Business Entity Certification  
Institute

Based on the results of regression analysis, it is shown that the quality of service and the reputation of the institution together have a positive and significant effect on user satisfaction at the Gamana Krida Bhakti Business Entity Certification Institute. This result is in line with research conducted by Nawawi (2022) showing that service quality and institutional reputation together have a positive effect on user satisfaction. Based on Adjusted r-square, the influence of service quality and reputation of the institution is 30.8%. While the remaining 69.2% is explained by other influences outside the model.

In the theory of government science, service quality and institutional reputation are two fundamental components that are interrelated and together affect user satisfaction in the context of public services, including in the Gamana Krida Bhakti Business Entity Certification Institute. Service quality includes various aspects such as speed, reliability, information disclosure, and responsiveness to user needs and complaints. On the other hand, the reputation of the institution is the result of the public perception of consistency and integrity in providing quality services. When these two aspects go well, the impact on user satisfaction can be very significant (Prasetya, 2023).

High service quality is the core of user satisfaction in government science theory. The Gamana Krida Bhakti Business Entity Certification Body, as an entity that provides important services to the public, must be able to maintain service standards that meet user expectations (Mursyidah & Choiriyah, 2020). This includes the ability to provide certification in a timely manner, provide clear and easy-to-understand information, and ensure that the certification process is transparent and fair. When the quality of this service is maintained, users will feel appreciated and well served, which immediately increases their satisfaction (Indrasari, 2019).

The reputation of the institution in the theory of government science not only reflects the quality of the services provided, but also adds a dimension of trust and confidence in the institution. A good reputation gives a signal to users that the institution is a reliable entity and has high credibility (Mustafa, 2016). At the Gamana Krida Bhakti Business Entity Certification Institute, a good reputation may have been formed through consistency in providing quality services, integrity in every certification process, and the institution's success in maintaining standards recognized by stakeholders. This reputation makes users more confident that they will receive a service that meets or even exceeds their expectations (Sedarmayanti, 2012).

When the quality of service and the reputation of the institution work synergistically, its influence on user satisfaction becomes stronger and more significant. Users who experience quality services from reputable institutions will have a higher level of satisfaction, compared to if only one of these two factors exists (Ma'rufah, 2023). In the context of the Gamana Krida Bhakti Business Entity Certification Institute, if this institution is able to maintain a good reputation while continuously improving the quality of service, the result will be high user satisfaction, which in turn strengthens user trust and loyalty to the institution (Umatin et al., 2024).

Overall, from the perspective of government science theory, the quality of service and the reputation of public institutions such as the Gamana Krida Bhakti Business Entity



Certification Institute contribute significantly to user satisfaction. Both play an important role in creating a positive experience for users, where the quality of service ensures that the needs and expectations of users are met, while reputation reinforces the belief that the service is reliable and has value. Therefore, focusing on improving these two aspects will be very effective in increasing user satisfaction and building sustainable trust in the institution.

## Conclusion

Based on the results of the research that has been explained and discussed, the conclusion in this study is that the quality of service has a positive and significant effect of 24% on user satisfaction at the Gamana Krida Bhakti Business Entity Certification Institute. The reputation of the institution has a positive and significant effect of 21.1% on user satisfaction at the Gamana Krida Bhakti Business Entity Certification Institute. The quality of service and the reputation of the Institution together have a positive and significant effect of 30.8% on user satisfaction in Lembaga Sertifikasi Badan Usaha Gamana Krida Bhakti.

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