

Influence Public Service Innovation to Public Services Value and Satisfaction to Form Community Passion Build Village (Studies in the Village Boat, Mengwi, Badung, Bali)



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ABSTRACT: There are demanding conditions for innovation in public services in accordance with Regulation Government Number 38 Year 2017 about innovation local arrange how local governments carry out local innovation and policy scope This includes innovation in government structuring and service delivery The public of Kapal Village, Bali, is facing ongoing public service problems satisfying. Initial observations show problems such as waste management TPST that is not yet optimal and complaints regarding road maintenance and public facilities. This research aims to find out and analyze the influence of public service innovation towards public service delivery and public service value to build passion public build village. Studies on Ward boat, Subdistrict Mengwi Badung Regency Bali. Respondent in study This is Public Ward Boat, Mengwi District, Badung Regency, Bali Province with a sample size of 387. This research uses analysis *Structural Equation Modeling (SEM)* with *SMARTPLS* program assistance 4. The results of this research show that: Innovation public services significantly increase the value of public services, but not influential direct on satisfaction or excitement public. On the contrary, mark service public relate positive with satisfaction and excitement public, whereas satisfaction society does not affects arousal they in a way significant...

KEYWORDS: Community passion, community satisfaction, *public service innovation*, *public service value*

INTRODUCTION

Law of the Republic of Indonesia Number 9 of 2015 concerning Amendments secondly on Law Number 23 of 2014 concerning Regional Government, mandate giving autonomy wide to area directed For speed uprealizing community welfare through improving services and empowerment and community participation. The important meaning of this Law is important with Wrong One task principal government Which most importantly is give service general to public, by Because That organization government often Also called as "servant society" public service (Amsyah, 2017: 7).

Village or Ward is is distribution region administrative in Indonesia is under sub-districts which directly deal with community services especially at the village/subdistrict level. The position, duties and functions of the sub-district are appropriate Regulation Regent Badung Number 78 year 2016 about position, Arrangement Organization, Duties and Functions and Work Procedures of Regional Apparatus are: Subdistrict apparatus formed to assist and implement some of these task unit Work device area subdistrict. As part Unit Work Device Area SKPD) sub-district, ward have task principal organize affairs governance, development and society.

Three important elements such as; (a) government affairs include: implementation government administration matters and the regulation of community life. (b) affairs development between other: empowerment public in provision public facilities and infrastructure such as roads, bridges, irrigation and markets in accordance with authority delegated to the sub-district. Meanwhile (c) social affairs including: community empowerment through fostering social and cultural life public for example field social, culture, health And education. The implementation of the three main sub-district components is transformed in form service public Which beneficial, so that very important For do innovation in accordance with environmental mining demands.

Kapal Village in Bali is facing a number of service problems public Which Not yet fulfil hope public. Observation beginning reveal a number of issue main in various sexy service. In Sexy Development, there is problem with an Integrated Waste Processing Site (TPST) that is not yet functioning optimally (Poros Informatif, 18 September 2020), as well as complaints regarding road repairs and public infrastructure facilities that have not received maintenance for more than five years (26 November 2022).

Influence Public Service Innovation to Public Services Value and Satisfaction to Form Community Passion Build Village (Studies in the Village Boat, Mengwi, Badung, Bali)

In Sexy Government, public face problem land Whichoften contested by siblings or heirs (02 March 2022), and contamination air as well as noise consequence activity businessman hoarder sand in environment Panglan (1 November 2023). The Social Section is also not free from problems, such as mistakes one resident who did not receive social assistance due to a data input error (January 2022), And complaint about data recipient help social Which worn althoughhas a number of time verified. Problems This show low speed of service in providing solutions, so that problems drag on without certainty of a solution. This requires innovation in appropriate public serviceswith Regulation Government Number 38 Year 2017 about innovation local, Whicharrange How government area do innovation local And covers arrangement government as well as service delivery public (Primary, 2020).

Research related to village or sub-district-based public service innovation is still lacking limited, even Not yet Once done in a way comprehensive. Part big studies WhichThere is more Lots highlighting innovation in level government province, city, And regency. Renny et al. (2023) in their study of service innovation in Indonesiafind that government province is agency Which most innovative, followed by ministries and city governments. Based on the innovation category, innovation technology dominates public service innovation, followed by process innovation, as well product and service innovation. The health sector is at the forefront of creation innovation, followed by the agricultural/plantation/livestock sector, as well as the environmental sector life and forestry.

Based on phenomenon field Which show various problem servicepublic in Ward Boat, Subdistrict Mengwi, Regency Badung, Bali, as well as gap study previously, studies This offer outlook new in fieldpublic service innovation at the village level. This research reveals the influence of innovationpublic services to the delivery of public services and the value of public services in in order to build community participation in village development. With focus in Kapal Village, this research aims to fill the research gap previously And give contribution important in literature innovation service publicin village level or subdistrict.

LIBRARY STUDY

There are demands condition For do innovation on service public in accordance with Regulation Government Number 38 Year 2017 about innovation local arrange How local governments carry out local innovations and the scope of the policy covers innovation arrangement government And maintenance service public (Primary, 2020).

Phenomenon problem service public in level ward Boat showthere are problems with community satisfaction due to low speed of service to provide solutions so that problems last a long time No show certainty the solution. Very important For do innovationrelated with service to public, so that can measured value Which felt society related to the public services they receive (public service value) in frame increase excitement public For involved on development village. The three variables identified to predict people's passion arepublic service innovation, public service value And community satisfaction.

By general, innovation can increase mark (Olsen & Furseth, 2023), innovationon product can cause value from product will experience more Good. Innovationon services leads to an increase in customer perceived value (Ruan *et al.*, 2020). So also on context service public that innovation on service public(*public service innovation*) will can cause getting better mark Which felt community about public services (*public service value*) (Hardyman et al., 2021; Chen & Liu, 2022; Rubalcaba & Peralta, 2022).

One proof of the success of product or service innovation is when you are able to increase user satisfaction. This statement has been generally proven that innovation can increase satisfaction (Wipulanusat et al., 2020). Research results in the context of public services has proven the impact of innovation on services public (public service innovation) show results positive significant to satisfaction (Amoako, 2020; D. Khaled et al., 2021; Kenfack Essougong et al., 2023).

Variable innovation, And excitement (*passion*) has get attention on contextentrepreneurship (Turner & Hendry, 2017). There is evidence to suggest that innovation influential to excitement on context entrepreneurship. Research empirical prove Innovation behavior has a significant positive impact on entrepreneurial *passionentrepreneurship*) (Romani-Torres & Norena-Chavez, 2023). On context knowledge marketing Still very limited done his research specifically, influence innovationservice public to excitement public refers on impact innovation inarouse the spirit or enthusiasm of the community in participating in public service activities or programs. But based on research results on the influence of innovationin various entrepreneurial contexts can provide direction for predictions the influence of public service innovation to passion.

Value and satisfaction are two variables that often receive attention in context study from various dimensions. Results research show that value Whichperceived impact on satisfaction (Ghosh et al., 2023). Positive value of service (*service value*) give impact positive to satisfaction (*satisfaction*)(Lee, 2016; Lee et al., 2004; Lee et al., 2005; Which & Xia, 2021) Impact significant positive influence of service value on educational institutions as a public service has proven the result to satisfaction society (Paul & Pradhan, 2019).

The impact of public service values on community satisfaction is related to the extent to which the public perceives the benefits, quality and relevance of services provided by the government influences their level of satisfaction. Study in domain

Influence Public Service Innovation to Public Services Value and Satisfaction to Form Community Passion Build Village (Studies in the Village Boat, Mengwi, Badung, Bali)

This aim For understand connection between values Which provided by public services with the level of public satisfaction with the service the.

The value and passion variables have received the attention of researchers (Turner & Henry, 2017). The value of products and services can cause customer passion for its utilization. Specific studies that prove the influence of service value (value) to excitement (*passion*) Not yet done, but in a way general value Having an impact on passion can express the existence of a relationship between service value in general and public service value specifically have an impact Which positive to increase excitement.

The influence of satisfaction on passion is *more* widely researched in science psychology, And has proven own influence positive (Frederick et al., 2016;). There is a hypothesis Which state that individual Which own excitement obsessive will own satisfaction life so that impact on its performance (Lafrenière et al., 2011). Hypothesis This furthermore proven on para artist. the result disclose that, the more Lots painter professional Which own desire obsessive to work the art, the more big also satisfaction life Which they experience after grabbed success (Lafrenière et al., 2011). This evidence shows that there is an influence positive between satisfaction.

On context other precisely prove backwards, that satisfaction will causes arousal. Research in the social sciences proves a direct influence between satisfaction to excitement. Satisfaction life somebody will cause impact on passion for life (Clohessy et al., 2020). In a marketing context, satisfaction towards the use of technology will determine the passion for using technology period next (Hitayani et al., 2024).

Adapting from various findings on the influence of satisfaction on passion then can explained, influence satisfaction public to excitement public related with How level satisfaction public to service public can affect their level of enthusiasm or enthusiasm for participating in activities or programs organized by the government.

RESEARCH METHODS

In accordance with the research problem, the location for this research was chosen at the Kapal Village Office, Mengwi Badung District. Reason for taking this location because in the researcher's initial observations there was community satisfaction at the sub-district location Boat, Subdistrict Mengwi, Regency Badung Still Not yet optimal so that with study more carry on will obtained data Which can answer problem study. There are three types of variables that can be identified in this research, namely as following: (1) Variable exogenous that is service public innovation (X1), (2) Variable mediation that is; public service value (Y1), And Satisfaction public (Y2), and Variables Endogenous, namely: excitement (passion) public (Y3). Population study This is all over the people of Kapal Village, Mengwi District, Badung Regency, Bali Province. For identify respondent, strategy taking sample This combine method *purposive sampling* . Size sample Which required For population as big as 11,725 with margins of error 5% is about 387. In study instrument nature structured And measured with using a *Likert scale* .

Partial Least Square SEM data analysis is the analysis used For develop or predict a theory Which Already There is. PLS SEM is an alternative to using SEM analysis where the data not normally distributed: therefore SEM-PLS is known as a modeling techniquesoft with requirements No as tight Which There is on SEM, for example in matter scale measurement, size sample And distribution residuals (Sarwono & Narimawati, 2015).

Approach *Partial Least Square (PLS)* is analysis equality variant-based structural (SEM) which can simultaneously carry out testing testing model as well as structural model testing. Measurement model for test validity and reliability, while the structural model is used to test causality (testing hypothesis with model prediction). More carry on, Ghozali (2014) explain that PLS is method analysis Which nature *soft modeling* Because No assumes the data must be on a certain scale of measurement, meaning quantities small sample (under 100 samples). There are several reasons that cause this PLS is used in research. In this research these reasons are is Because PLS (*Partial Least Square*) is method analysis data Which based on a sample that does not have to be large, namely the number of samples is less than 100 can analysis and residual distribution were carried out.

Hypothesis

1. Hypothesis 1: Public service innovation has a positive influence on public service value.
2. Hypothesis 2: public service innovation influential positive to satisfaction Public.
3. Hypothesis 3: public service innovation influences people's passion For participate in village development.
4. Hypothesis 4: Public service value influential to satisfaction public.
5. Hypothesis 5: public service value influential to excitement public.
6. Hypothesis 6: satisfaction public positive influence on excitement public

Influence Public Service Innovation to Public Services Value and Satisfaction to Form Community Passion Build Village (Studies in the Village Boat, Mengwi, Badung, Bali)

RESULTS AND DISCUSSION

Test Results Hypothesis

Testing hypothesis done with compare t count with t table. Comparison of t count with t table is used to determine whether there is or whether there is influence between variables. The calculated t value is obtained from the results of bootstrapping with software Smart PLS. testing with bosstrap Also aim For minimize problem data abnormalities study.

To test the hypothesis in this research, the tstatistic value is used, thenFor $\alpha=5\%$ mark t-statistics Which used is 1.96. So that criteria receptionor rejection of the hypothesis is that H_a is accepted and H_0 is rejected when the t-statistic is > 1.96 . Testing hypothesis done with see output path coefficient from results resampling bootstrap as follows:

Table 1. Hasil Uji Model Fit

	Original Sample (O)	Sample Mean (M)	Standar Deviatio (STDEV)	dT nStatistics (O/STDEV)	P Values
Kepuasan Masyarakat -> Excitement Public	0.183	0.175	0.107	1,707	0.089
Public Service Innovation -> Passion Public	0.134	0.152	0.080	1,682	0.093
Public ServiceInnovation -> Satisfaction Public	-0.050	-0.042	0.088	0.569	0.569
Public Service Innovation -> Public Service Value	0.923	0.924	0.034	27.085	0.000
Public Service Value -> Gairah Masyarakat	0.674	0.664	0.134	5.032	0.000
Public Service Value -> SatisfactionPublic	1,008	0.998	0.085	11,872	0,000

Source: Data processed researcher

Based on table in on, can concluded as following:

- H1: There is an influence of public service innovation on public service value.** Public service innovation on public service value is obtained coefficient track 0.923 And own mark average p value as big as 0,000 And markt statistic 27.085 (T statistic $> T$ table 0.675). This shows that public service innovation influential positive significant to public servicevalue among the community Ship Village.
- H2: There is influence public service innovation to satisfaction public.** Public service innovation to satisfaction public obtained mark coefficient track 0.050 And own mark average p value as big as0.569 And mark (tstatistics 0.569 Statistics $< Q$ table 0.675). Matter This showthat public service innovation No influential to community satisfaction in among the community Ward Boat.
- H3: There is influence public service innovation to Excitement Public.** Public service innovation towards community passion is obtained by value path coefficient is 0.134 and has an average p value of 0.093 and value (t statistics 1.682 Statistics $< T$ table 0.675). This shows that public service Innovation has no effect on public passion among the community Ship Village.
- H4: There is influence public service value to Satisfaction Public.** Public service value on community satisfaction is obtained path coefficient is 1.008 and has an average p value of 0.000 and value (t statistics 11.872 Statistics $> T$ table 0.675). This shows that public servicevalue influential positive significant to satisfaction public in circles the people of Kapal Village.
- H5: There is influence public service value to Excitement Public.** Public service value towards community passion obtained a path coefficient value of 0.674 And own mark average p value as big as 0,000 And mark (tstatistics 5,032 Statistics $> T$ table 0.675). This shows that public service value has a positive effect significant to excitement society in circles the people of Kapal Village.
- H6: There is influence Satisfaction Public to Excitement Public.** Satisfaction Public to excitement public obtained mark path coefficient is 0.183 and has an average p value of 0.089 and value (tstatistics 1,707 Statistics $<T$ table 0.675). Matter This show that Satisfaction Society has no influence on public passion among the people Ship Village.

Influence Public Service Innovation to Public Services Value and Satisfaction to Form Community Passion Build Village (Studies in the Village Boat, Mengwi, Badung, Bali)

DISCUSSION

The influence of public service innovation on the value of public services has become important topics in the study of public administration and service management. In context study in Ward Boat, results analysis track show that innovationservice public own influence Which significant to mark service public, with a path coefficient of 0.923. This high coefficient value shows that there is a very strong relationship between the variables of public service innovation and mark service public. Besides That, mark average p value as big as 0,000 indicates that this result is very statistically significant, because the p value is smaller than 0.05 indicates that the result did not occur by chance. Furthermore, mark t-statistics as big as 27,085 Which Far more big from t table 0.675 the more strengthens the conclusion that public service innovation has a significant positive effect to value of public services.

Theoretically, these findings are in line with various theories and concepts in management service public Which state that innovation is key For improve service quality. Innovation in public services can take the form of implementation technology new, simplification process bureaucracy, to development program- program service Which more responsive to need public. Through innovation, Public services can become more efficient, effective and appropriate expectation society, which ultimately increases the value of public services. Service value public itself includes various aspects such as public trust, satisfaction, and perceptions of the quality of services provided by public agencies. In practice, Increasing the value of public services through innovation can be seen from various initiatives in Kapal Subdistrict, such as digitizing administrative services, providing information transparency, and community participation in the decision-making process. Initiative-The initiative not only makes it easier to access and use public services, but also increase local government accountability and transparency. With Thus, people feel more valued and trusted, which creates feedback positive feedback towards the government and strengthen relations between society and public agencies.

Study about influence innovation service public to satisfaction public in Ward Boat show results Which No significant. With mark coefficient path as big as 0.050, p average value of 0.569, and t-statistic value 0.569 which more small from t table 0.675, clear that innovation service public No influential significant to satisfaction public in region This. Results This give outlook important in understanding that although innovation can improving the quality and efficiency of public services, this is not necessarily immediate impact on the level of public satisfaction. Theoretically, public satisfaction influenced by various factors such as the quality of interaction with service personnel, perceptions of fairness and transparency, and preconceived expectations. Innovation public services may improve some technical aspects of the service, but If No accompanied with improvement aspects other Which influence the overall experience of society, then its impact on satisfaction may be remain minimal. In addition, public expectations of public services can be very varies And complex, so that innovation Which No in accordance with need specific or not directly felt by the community, it may not have an impact satisfaction they.

In study about influence innovation service public to excitement community in Kapal Village, the results of the analysis show that this influence also not significant. The path coefficient value is 0.134, the average p value is 0.093, and mark t-statistics 1,682 Which more small from t table 0.675 indicated that innovationservice public No own influence significant to excitement public. Excitement community, which can be interpreted as the level of participation and enthusiasm in various social and governmental activities, apparently unaffected by the efforts innovation carried out in public services.

Community passion in the context of public services is often influenced by factors like trust to government, relevance activity or program with need And interest public, as well as chance For participate in a real way and contribute. Although innovation in public services can improve service quality, if the public does not feel that the innovation is relevant to need they or No give room For participation active, so the impact on their arousal can be minimal. In addition, changes in Community passion usually requires more time and involvement deeper, which may not be immediately reflected in new service innovations implemented.

The research conducted shows that the value of public services (public service value) own influence Which significant And positive to satisfaction community in Kapal Village. With a path coefficient value of 1.008, p value The average is 0.000, and the t-statistic value is 11.872 which is much greater than the t table 0.675, this result clearly shows that there is an increase in the value of the service public is highly correlated with increased community satisfaction. Theoretically, public service value includes elements such as efficiency, effectiveness, fairness, And transparency in service public. When public feel that service the public meets or exceeds their expectations in those respects, they tend feel more satisfied.

Results study Also show that public service value own significant and positive influence on the enthusiasm of the people in Kapal Village. The path coefficient value is 0.674, the average p value is 0.000, and the t-statistic value is 5.032 (more big from t table 0.675) indicated connection Which strong between increase mark service public And increase excitement public. Excitement Community in this context can be interpreted as active participation and enthusiasm they in activity social as well as

Influence Public Service Innovation to Public Services Value and Satisfaction to Form Community Passion Build Village (Studies in the Village Boat, Mengwi, Badung, Bali)

involvement in process government. When public services are highly rated by the public, they feel more motivated to provide services involved And contribute, Because they see mark real from their participation.

However, study This find that satisfaction public No has a significant influence on the enthusiasm of the people in Kapal Village. With value path coefficient of 0.183, average p value of 0.089, and t-statistic value of 1.707 which smaller than the t table 0.675, it is clear that community satisfaction is not direct encouraging increased public enthusiasm. Although logically it can be assumed that people who are satisfied with public services will be more enthusiastic about participate, results This show that connection the No simple. Excitement public Possible more influenced by factors other like chance For participate, relevance program or activity with need they, And perception they on the effectiveness of their participation.

Novelty

Newness from study This located on a number of aspect important Which makes a unique contribution to the literature and practice in the field of service innovation public. First, study This in a way empirical explore influence innovation service public to various dimensions experience public, like satisfaction And excitement community, in the specific context of Kapal Village. Findings that service innovation public does not have a significant effect on community satisfaction (H2) and passion society (H3), but the value of public services has a significant impact on These two aspects (H4 and H5), provide new insights that increase technical And efficiency No always translated direct to in increase satisfaction And participation public.

Second, study This underline importance public service value as mediator Which more strong in influence satisfaction And excitement public compared to public service innovation itself. This broadens understanding about How quality, justice, And transparency in service public play crucial role in forming public perceptions and attitudes.

Third, results Which show that satisfaction public No influential significant to excitement public (H6) challenge assumptions general that satisfaction automatically leads to increased participation. This highlights the need for an approach Which more comprehensive in manage connection between government And public, as well as show that factors like chance For participate and the relevance of the program too very important.

By overall, study This offer perspective new And more deep about dynamics between innovation service public, mark service public, satisfaction, and community participation, especially in local contexts such as sub-districts Boat. These findings provide practical guidance for policy makers and public service managers to focus not only on technical innovation but also on increase service value in a way overall that is felt by society.

Implications Study

Implications Practical

This research has several significant practical implications. Service manager the public in Kapal Village and other areas must focus on improving quality service, including efficiency, justice, And transparency. Training for officer service For increase interaction with public very required. Besides That, There needs to be a continuous evaluation mechanism to assess the impact of innovation on satisfaction and community participation, such as satisfaction surveys and feedback loops. Local governments should also develop engaging, participatory programs community in the decision-making process and implementation of public services, for example through forum inhabitant or committee participatory. Increase communication And transparency with provide information Which clear And easy accessible as well as utilise technology information can strengthen trust public to public services. Policymakers must also design policies that responsive And inclusive with integrate bait come back public in planning And implementation innovation service public For ensure relevance And its effectiveness.

Implications Theoretical

Theoretically, this research enriches the public service innovation literature by emphasized that although innovation technical important, mark service public Which felt by the community has a more significant influence on satisfaction and participation they. These findings support the concepts of quality, fairness and transparency is the main pillar in improving public services and that the value of public services Which tall can increase trust And participation public. Study This also challenges the common assumption that satisfaction automatically leads to participation, shows that this relationship is not simple and opens up opportunities for study more carry on about motivation And involvement public. From facet methodology, study This show importance approach evaluative Which holistic And contextual in evaluate impact innovation service public, use analysis track And statistics inferential as reference methodological. Besides That, findings from Ward Boat confirm that context local And cultural play important role in determine effectiveness innovation service public, strengthen theory that Public service solutions must be tailored to specific needs and characteristics public who is served.

Influence Public Service Innovation to Public Services Value and Satisfaction to Form Community Passion Build Village (Studies in the Village Boat, Mengwi, Badung, Bali)

CONCLUSION

Innovation service public own influence positive Which significant to mark service public in Kapal Subdistrict, with a path coefficient value of 0.923 and t- statistics 27,085. This shows that the application of innovation in services public in a way direct increase mark Which felt public to service the, reflect repair significant in quality And effectiveness service which given.

Although public service innovation has been proven to increase the value of public services, there is no significant effect on community satisfaction (path coefficient 0.050, t-statistic 0.569). This indicates that despite innovation can increase aspect technical from service, matter the No always translated in increase satisfaction public in a way direct, Possible Because factors other Which influence experience overall they.

Innovation Public services also do not have a significant effect on people's enthusiasm (path coefficient 0.134, t-statistic 1.682). This shows that although there is repair in service, matter the No Enough For influence Spirit or participation public in activity social And community as a whole significant.

Mark service public own influence positive significant to satisfaction society (path coefficient 1.008, t-statistic 11.872). This confirms that the higher the value of public services perceived by the community, the more tall also satisfaction they to service the, reflect connection directly between quality service and satisfaction user.

Mark service public Also own influence positive significant to excitement public (coefficient track 0.674, t-statistics 5,032). Matter This show that increasing the value of public services can contribute to improvement community spirit and involvement in community activities, strengthening importance service value in motivating active participation.

Satisfaction public No influential significant to excitement public (coefficient path 0.183, t-statistic 1.707). This shows that although society feel satisfied with service, matter the No in a way direct influence their enthusiasm for participating in social or community activities, indicates that there are other factors that may have more influence excitement public.

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Influence Public Service Innovation to Public Services Value and Satisfaction to Form Community Passion Build Village (Studies in the Village Boat, Mengwi, Badung, Bali)

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