

# THE INFLUENCE OF THE ROLE OF PUBLIC MANAGER ON THE SATISFACTION OF THE NAGARI COMMUNITY IN WEST SUMATERA

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## 1. INTRODUCTION

The fulfillment of public services or public goods is one of the important roles of local governments, including the lowest government called the village or other names such as Nagari. Since the issuance of Village Law Number 6 of 2014, where there are two important aspects of the role of the Village/Nagari government in governance, namely, community development and empowerment. The general manager is the village leadership which aims to run government, development, and community empowerment, where the results of the leadership activities can be in the form of policies, programs, and village government activities that provide outputs, benefits, and impacts for the community he leads. So it is necessary to study the extent of the role of public managers on the satisfaction of the people they lead (Irawan, 2017). The role of government leaders or public managers becomes crucial in times of uncertainty in people's lives, such as those experienced by society.

Nagari in West Sumatra Province is interesting to be the object of research because the Nagari community in their affairs certainly needs their respective Nagari guardians. As a government agency that acts to provide services to the community, the role of public managers in villages in West Sumatra has a major problem in providing the services needed following the expectations of the community. Therefore, the problem is; Is there any influence of the role of public managers (interpersonal, informational, and decision-making), either partially or simultaneously on the satisfaction of the Nagari community in West Sumatra?

## 2. METHODOLOGY

Mintzberg (1973) divides the roles of public managers into; interpersonal, informational, and decision-making roles, which are the main needs in service improvement. Then the Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform Number 14 of 2017 has instructed all public sectors to conduct a Community Goals Survey (SKM). In the research of Dasman Lanin et al. (2007 to 2017), it was found; local government service model for customer satisfaction (internal and external) is based on TQM (2017). This study uses an associative quantitative approach. Quantitative approach through stages, processes, hypotheses, collects data and analyzes data and concludes up to writing using aspects of measurement, calculation, formulas, and numerical data (Sugiono, 2016). This study uses the associative type because this study connects two or more variables used (Situmorang, 2008). For more details on the design or stages of this research, see the following flowchart:

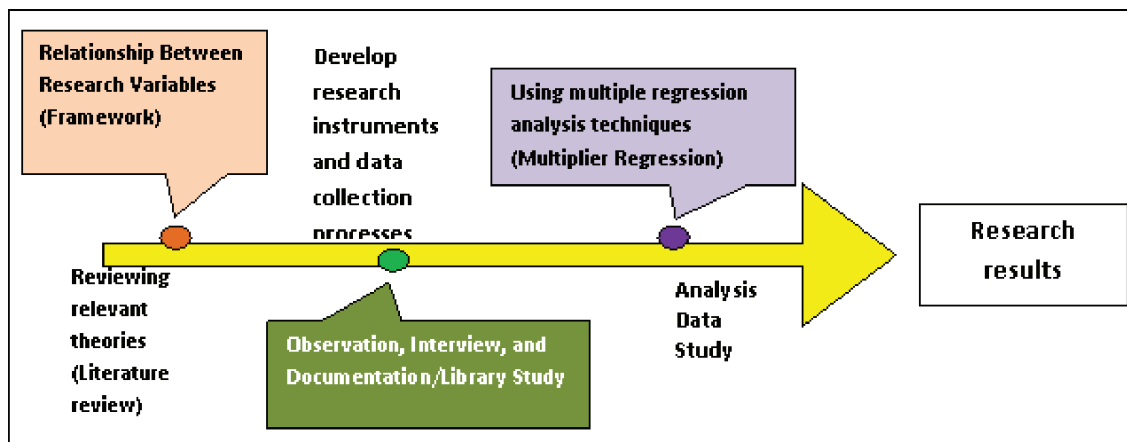


Figure 1: Research Method Flow

### 3. POPULATION AND SAMPLE

The population of this research is all Nagari in West Sumatra. The sample is set in stages; first, the determination of 13 Nagari includes; Nagari Manggopoh, Koto Tinggi, Nagari Suayan, Nagari Sungai Buluah, Kudo-Kudo Inderapura, Air Bangis, Ujung Gading, Nagari Parambahan, Nagari Barapak, Nagari Ujung Gading, Nagari Gadut, Nagari Tanjung Bonai, and Nagari Kasang. Second, the source of the data from the sample was taken from each Nagari with a stratified proportional random sampling technique using the Yamane formulation with an error of 5%, so that the number of respondents was 3,146 people. Meanwhile, the data collection technique is through a questionnaire that has been tested for validity and reliability first. Data were analyzed by regression, **t-test** to find the influence of each variable on the role of management partially, and **F-test** for simultaneously.

### 4. RESULTS AND DISCUSSION

After testing the data with t-test and F-test, it was found that the role of public managers represented by interpersonal roles, informational roles, and decision making had a positive and significant influence on community satisfaction, both partially and simultaneously among the Nagari people of West Sumatra. How the role of this manager can increase community satisfaction has been previously investigated by Dasman Lanin et al. (2007 to 2017) with findings; local government service model for customer satisfaction (internal and external) based on Total Quality Management (TQM), which was also found by Dasman Lanin (dissertation at UUM 2010) and the latest findings of Dasman Lanin et al. (2020) which prove that the role of managers has a significant effect on community satisfaction. in the tourism sector among ethnic groups throughout Sumatra.

#### 4.1 Partial Influence of the Role of Public Managers on Community Goals

The T-test, in this case, was implemented to see the effect of the role of public managers partially on community satisfaction, with the following results:

**Table 1: T-Test: The Influence of Manager's Role on Community Satisfaction**

Regression Results	Public Manager Role Variables (X)		
	Interpersonal Role (X1)	Informational Role (X1)	Decision Making Role (X1)
<i>t</i>	27,988	8,313	22,484
<i>Sig.</i>	0,000	0,000	0,000
<i>Adjusted R Square</i>	,199	,021	,138
Conclusion	Significant Influence	Significant Influence	Significant Influence

Source: Processed

## 4.2 Influence of the Simultaneous Role of Public Managers on Community Goals

To sight the influence of the role of public managers (represented by the role of interpersonal, informational, and decision-making) simultaneously on community satisfaction, it is carried out by conducting the *F-Test* with the following results:

**Table 2: F-Test; The Influence of Manager's Role on Community Satisfaction**

Variable	F	Sig	Adjusted R Square	Result
Interpersonal Role	323,974	,000	,236	Significance
Informational Role				
Decision Making Role				

Source: Processed

## 5. CONCLUSION

In conclusion, this study shows that the role of public managers has a positive and significant influence on community satisfaction, as stated by Irawan (2017). The variables used are interpersonal, informational, and decision-making roles (Mintzberg, 1973) which have a 23.6% influence on people's satisfaction. The implication is that each manager's role can be a predictor to increase community satisfaction. The next implication is that this result may be carried out in other countries to get a more universal theoretical value. It is recommended for public managers to be able to increase the three roles in the order of 1.) Interpersonal Role with a contribution of 19.9%, 2.) Decision Making Role with a contribution of 13.8% and Informational Role with a contribution of 2.1% in this study.

## 6. ACKNOWLEDGMENT

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