

MOTIVATION FOR IMPLEMENTING GOOD GOVERNANCE AND THE PUBLIC SATISFACTION INDEX IN THE IMPLEMENTATION OF REGIONAL AUTONOMY IN NENAS SIAM VILLAGE, BATU BARA REGENCY

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ABSTRACT

This study analyses the influence of motivation in implementing good governance principles on the Community Satisfaction Index (CSI/IKM) in the implementation of regional autonomy at Nenas Siam Village, Batu Bara Regency. Good governance is conceptualised as a paradigm of public administration grounded in transparency, accountability, responsiveness, effectiveness, efficiency, the rule of law, and public participation. At the village level, the realisation of these principles depends substantially on the motivation of village officials in translating them into daily public service practices. The study uses a quantitative approach with a descriptive-correlational design. Data were collected via a Likert-scale questionnaire administered to 91 respondents drawn from village service users using stratified random sampling. Data analysis included descriptive statistics, validity and reliability tests, classical assumption tests, Pearson correlation, and simple linear regression. The findings show a positive and statistically significant relationship between the motivation to implement good governance and the Community Satisfaction Index. The correlation coefficient falls within the strong category, and the regression results indicate that an increase in officials' motivation contributes meaningfully to higher community satisfaction with public services. The coefficient of determination shows that more than half of the variation in satisfaction can be explained by the motivation to implement good governance. The study concludes that strengthening officials' work motivation through accountable leadership, professional work culture, and CSI-based evaluation mechanisms is a key strategy for improving the quality of regional autonomy at the village level.

Keywords: Village Officials' Motivation; Good Governance; Community Satisfaction Index; Public Service; Regional Autonomy

I. INTRODUCTION

Regional autonomy at the village level positions the village government as the leading unit providing public services to citizens (Republic of Indonesia, 2014). The quality of village public services, in turn, reflects the overall quality of regional autonomy implementation. To ensure effective village public services, the good governance paradigm serves as a governance framework that emphasizes seven key principles: transparency, accountability, responsiveness, effectiveness, efficiency, the rule of law, and participation (UNDP, 1997; Sedarmayanti, 2024).

In the Indonesian context, the implementation of good governance in village government is bound by the mandate of the Village Law, which positions villages as subjects of development (Wildatul, 2025). However, the principles of good governance are not technical doctrines that apply automatically. Village officials, as the direct implementers, require strong motivation to translate these principles into concrete actions in daily service delivery. Previous studies have found that employee motivation significantly correlates with the quality of public services (Subhi,

Kurniawan, & Tanjung, 2024; Firmawati, Putri, & Ramlafatma, 2025), and also determines the level of satisfaction of citizens as service users.

The Public Satisfaction Index (IKM) is a public service evaluation instrument designed based on Ministerial Regulation No. 14 of 2017. This instrument measures nine elements: requirements, procedures, service time, costs/tariffs, service products, implementer competence, implementer behavior, facilities and infrastructure, and complaint handling. Using the IKM as an outcome variable allows for objective and measurable governance assessments (Afrida, 2024; Hatuwe, Wance, Saimima, & Yusuf, 2024). Many previous studies have used the IKM to assess services at the district or agency level, while its application at the village level to assess the influence of official motivation is still limited.

Nenas Siam Village, Batu Bara Regency, was chosen as the research location because it provides a variety of basic public services, from population administration and certificate issuance to development information services. The characteristics of this rural village place village officials at the forefront of service delivery, making their motivation crucial for the quality of residents' experience with public services.

Based on this background, this study has three objectives. First, to analyze the level of motivation of officials in implementing good governance principles. Second, to measure the level of public satisfaction with village public services through the Small and Medium Enterprises (SMEs). Third, to examine the influence of motivation on the implementation of good governance on the SMIs. The novelty of this study lies in the application of a quantitative framework to understand the relationship between employee motivation and SMIs in the context of village governance in North Sumatra, a practice rarely empirically conducted using a regression approach.

II. RESEARCH METHODS

This study employed a quantitative approach with a descriptive correlational approach. The quantitative approach was chosen because the study aimed to measurably examine the relationship between the independent variable (motivation to implement good governance) and the dependent variable (SMI). The study was conducted in Nenas Siam Village, Batu Bara Regency, North Sumatra Province, from April to June 2025.

The study population included all users of public services in Nenas Siam Village. A sample of 91 respondents was selected using stratified random sampling, stratified by productive age group and type of service accessed. The sample size was determined using the Slovin approach with a 10 percent margin of error. The study variables and their indicators are presented in Table 1.

Table 1. Research Variables and Measurement Indicators

Variables	Indicators
Motivation for Good Governance	Transparency, accountability, responsiveness, effectiveness-efficiency, rule of law, and participation

Variables	Indicators
Implementation (X)	
Public Satisfaction Index (Y)	Requirements, procedures, service times, costs/rates, service products, implementer competence, implementer behavior, facilities and infrastructure, and complaint handling

Source: Adapted from UNDP (1997) and Permenpan-RB Number 14 of 2017.

Data were collected through a five-point Likert-scale questionnaire (1 = strongly disagree, 5 = strongly agree) distributed to 91 respondents. Data analysis was carried out using the following steps. First, descriptive statistics were used to map respondent characteristics and average scores per dimension. Second, validity was tested using Pearson Product Moment and reliability was tested using Cronbach's Alpha (reliable criteria if alpha is greater than 0.60). Third, classical assumption tests included normality, linearity, and heteroscedasticity tests. Fourth, Pearson correlation analysis, simple linear regression, and coefficient of determination were used to test the effect of X on Y.

III. RESULTS AND DISCUSSION

Respondent Profile and Service Characteristics

The study involved 91 respondents, representing the diverse service users of Nenas Siam Village. Respondents were predominantly in the productive age group (25 to 45 years old) who actively accessed population administration services, certificates, and development information services. These characteristics made the respondents' perceptions representative of the quality of village services. Data processing results showed that the questionnaire met all validity requirements (r-count greater than r-table) and reliability (Cronbach's Alpha in the high category), making the data worthy of further analysis (Arsi, 2021).

Motivation for Implementing Good Governance in Village Apparatus

The average scores on the six dimensions of motivation for implementing good governance are presented in Figure 1. The rule of law and responsiveness dimensions obtained the highest scores, while the effectiveness-efficiency and participation dimensions obtained the lowest scores.

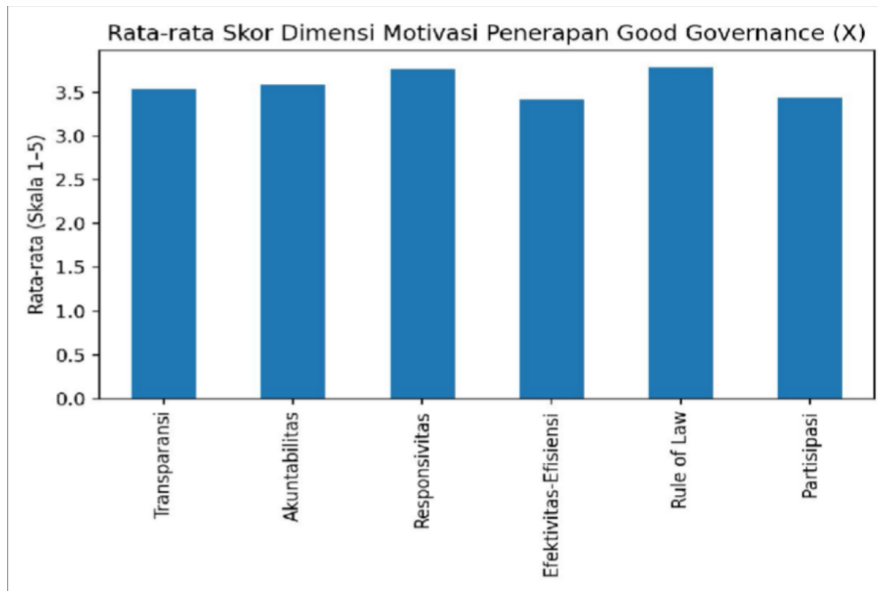


Figure 1. Average score of the motivation dimension for implementing good governance (X) among the Nenas Siam Village apparatus.

This pattern indicates relatively strong compliance with regulations and willingness to respond to citizen aspirations. However, process effectiveness and efficiency and public participation still require strengthening. This finding aligns with a study by Firmawati et al. (2025) that found that staff competence and motivation are key factors in village service accountability, but tend to be weak in dimensions requiring technical capacity and procedural innovation.

Public Satisfaction Index for Village Public Services

The average scores for the nine IKM elements are presented in Figure 2. The infrastructure and costs/tariffs elements obtained the highest scores, while the implementer behavior and requirements elements obtained relatively lower scores.

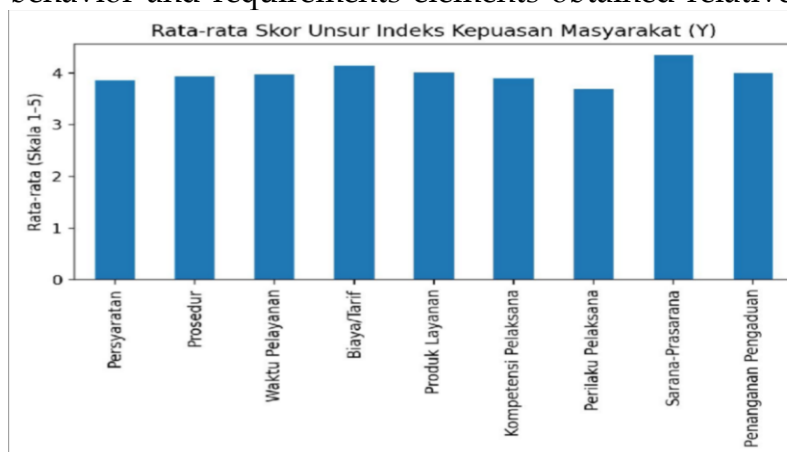


Figure 2. Average score of the nine elements of the Community Satisfaction Index (Y) for the services of Siam Nenas Village

A high infrastructure score reflects positive public perceptions of the physical condition of the village office. A high cost/tariff score indicates the perception that

village services are affordable or even free, a characteristic of basic village government services. The relatively lower scores for implementer behavior and requirements signal that service quality improvement interventions need to focus on these two aspects: public communication training and streamlining document requirements.

The Influence of Motivation for Implementing Good Governance on SMEs

The results of the Pearson correlation analysis indicate that the motivation to implement good governance (X) has a positive and significant relationship with the IKM (Y), with a correlation value in the strong category. The visualization of the relationship between the two is presented in Figure 3 in the form of a scatter plot and a regression line.

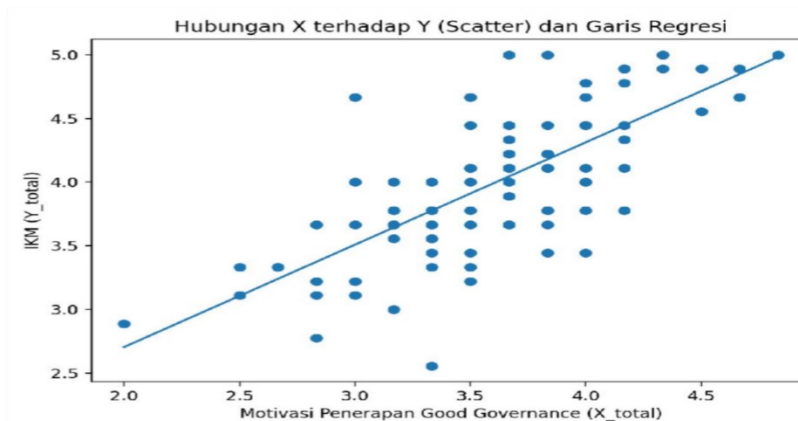


Figure 3. Scatter plot of the relationship between X (Motivation for Implementing Good Governance) and Y (IKM) and the regression line

The scatterplot follows a positive regression line, confirming that increased staff motivation tends to be followed by increased public satisfaction. Simple linear regression results indicate that motivation to implement good governance significantly influences the Small and Medium Enterprises (SMEs) (p less than 0.05). The coefficient of determination (R^2) indicates that more than half of the variation in public satisfaction levels can be explained by staff motivation. The remainder is explained by factors outside the model, including facility availability, leadership, and staff workload.

Theoretical Discussion and Empirical Implications

In the outcome-based public service paradigm, service success is not measured solely by procedural compliance, but rather by the impact felt by the community (Hatuwe et al., 2024; Mukhrodin & Antoro, 2024). The Small and Medium Enterprises (SMEs) function as an instrument that captures these outcomes. The finding that increased motivation to implement good governance results in increased community satisfaction indicates that governance functions as a mechanism for creating public value.

Within the framework of regional autonomy and Government-to-Citizen (G2C) relations, villages serve as the intersection between policy and public experience. When village officials are strongly motivated to implement transparency and participation, information asymmetry between the village government and the

community can be reduced. This reduced information asymmetry results in increased public understanding of procedures, requirements, and service delivery times, which in turn increases public satisfaction and trust (Deni, Ardiyanto, Sinyo, Mawar, & Andriyani, 2025).

The moderate coefficient of determination indicates that official motivation is an important, although not the sole, factor in shaping community satisfaction. Technical, institutional, and social factors also play a significant role. Therefore, efforts to improve the quality of village public services require a holistic approach, integrating strengthening the motivation and competence of civil servants, improving service processes and standards, and enhancing infrastructure and public communication channels.

IV. CONCLUSION

Motivation to implement good governance has a positive and significant impact on the Community Satisfaction Index in Nenas Siam Village. When village officials have a strong drive to work transparently, accountably, responsively, effectively and efficiently, comply with regulations, and involve the community, community satisfaction with public services tends to increase. The Pearson correlation coefficient is in the strong category, and the coefficient of determination indicates that more than half of the variation in the Community Satisfaction Index can be explained by official motivation. This finding confirms that the quality of village autonomy is determined not only by the delegation of authority, but also by the quality of governance and service orientation of officials.

V. RECOMMENDATIONS

The village government needs to strengthen service transparency by developing information standards (requirements, flow, timeframe, costs) in a concise format posted in service rooms, information boards, and village digital channels. Accountability needs to be strengthened through daily service logs and monthly reports that include the number of services, completion times, and obstacles. Responsiveness needs to be supported by a simple complaints channel and target response times. Effectiveness and efficiency need to be improved by simplifying multi-layered procedures into a single-stop shop. Participation needs to be integrated through Community Satisfaction Index feedback at village meetings. Civil servant capacity needs to be strengthened through training in excellent service, public communication, and digital literacy. Further research is recommended using multivariate models with mediating or moderating variables such as infrastructure or civil servant competence, as well as comparative studies between villages to map good governance practices.

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