

Research Article

Differences in Community Satisfaction Based on Gender for Padang Hajj Embarkation Services

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Abstract.

Public services are an indicator of good governance, where community satisfaction is the main measure of service quality. This study analyzes the relationship between gender and the level of community satisfaction with services at the UPT Hajj Embarkation Dormitory Padang. The research method used an associative quantitative approach with correlation analysis and T-test. Data were obtained from 357 pilgrim respondents through questionnaires on embarkation and debarkation services. The results of the study showed that there was a significant relationship between gender and community satisfaction. The correlation test yielded a strong positive value ($r=0.803$; Sig. <0.05), while the T-test showed a real difference between men and women. In general, men give higher assessments than women on the elements of sharia, procedures, time, cost, competence, and officer behavior. Nevertheless, both groups gave a positive appreciation to the element of handling complaints. The value of the Community Satisfaction Index (IKM) also shows an increasing trend from 2023 to 2025 with the quality category "Very Good". These findings confirm that demographic factors, especially gender, affect satisfaction with public services. Therefore, PPIH Embarkation Padang needs to formulate more gender-sensitive policies and expand women's participation in evaluation and decision-making to improve the quality of services that are more inclusive.

Keywords: public service, gender, community satisfaction index, Padang Hajj Embarkation

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1. Introduction

As a significant determinant of effective governance, the provision of services to the populace constitutes a fundamental responsibility and function of the government aimed at realizing societal welfare. The satisfaction of the community or consumers serves as the primary criterion for assessing service quality across various domains, including business, management, and public administration, which encompasses the level of public satisfaction with governmental entities (Lanin, Saputra, Syamsir, et al., 2023). An important indicator in measuring the quality of services provided by an organization according to Oliver (2014) in (Lanin & Hermanto, 2019) is community satisfaction so that community satisfaction is the most important focus of attention for the government in providing public services. This is because the government is an institution that is positioned as a service provider and is also considered the most responsible in realizing the success of quality public services (Satibi, 2012). Public services are a strategic point where public trust in the government is at stake (Lanin, Saputra, Syamsir, et al., 2023). The government's success in realizing quality public services is measured by high or low levels of public satisfaction. Low public satisfaction gives a poor perception of public services (Frinaldi et al., 2022). According to Kotler & Keller (2014), the public's perception of the services provided by an organization will be judged as good or not depending on whether the level of service obtained meets or exceeds its expectations (Frinaldi et al., 2022).

The delivery of superior services by governmental entities can engender a favorable reputation within the populace. The significance of the provision of quality services by public officials is underscored to attain community contentment (Lanin, Saputra, Magriasti, et al., 2023). The execution of public services by governmental personnel across various sectors related to the fulfillment of civil rights and necessities must align with the demands and anticipations of the community. According to Pasuraman (1990), providing high-quality services will increase customer satisfaction levels, which also involves assessing the extent to which the quality of services provided is in accordance with their expectations (Siti Lia Anggraeni et al., 2023). Therefore, the government needs to identify the needs of the community so that the services provided are in accordance with the expectations of the community. Therefore, the government often conducts community satisfaction surveys as a benchmark for policy making to improve service quality in the future.

Public services organized by the government have not fully met the wishes of the community, so many public complaints are shared by the media. Based on reports from the public, the Ombudsman (2024) recorded receiving 10,837 complaints from the public, reports throughout 2024 about public services. This data shows that public services in Indonesia still need improvement. The number of public complaints against public services can be concluded that public satisfaction with public services is still low. Low public satisfaction is due to the lack of professionalism of government officials in providing services (Wijaya, 2022). The low public satisfaction with public services according to Saputra and Fajri (2020) is caused by the low capacity of the apparatus to serve the needs of the community (Lanin, Saputra, Syamsir, et al., 2023). Similar problems also occur at the Padang Embarkation Hajj Dormitory as one of the public service units in the domestic hajj service.

The level of public satisfaction can be seen from various factors. Simamora (2003) stated that there are two factors that affect satisfaction, namely internal factors and external factors (S. Arifin et al., 2019). Internal factors include individual characteristics such as age and education level, culture, gender and social, and emotional factors. Awareness that understanding, fulfilling, and anticipating the needs and desires of the community to provide improved services is an important strategic issue for private and public sector organizations (Dimitriades & Maroudas, 2007). Putu Dyana stated that demographic factors affect satisfaction (Christasani & Satibi, 2016). Schoenfelder et al. (2010) identify demographic variables that exhibit a significant correlation with satisfaction, including age, gender, socioeconomic status, and educational attainment, wherein both age and educational level demonstrate a robust association with patient satisfaction. (Christasani & Satibi, 2016). Understanding these factors will allow governments to provide public services tailored to the needs and preferences of the community and improve access to those who need them most. In addition, by understanding the level of public support for public services from demographic sectors, governments can assess the effectiveness of public service providers and take corrective actions necessary to improve public support. By understanding demographic factors, governments can help deliver superior public services and increase the resolve of the wider community. This study examines community satisfaction in terms of internal factors which are the main difference from previous research where there has been no research that discusses gender focus with community satisfaction.

2. Research Method

This study uses an associative quantitative and comparative approach. Associative research with the correlation method is the choice of method used in this study by using structural equations to test the causality of the dimension of sex relationship (X) to community satisfaction (Y). Meanwhile, the comparative research in this study is to test the gender difference (X) on community satisfaction (Y). According to Lind, Marchal, Wathen, 2008 in (Khairani, Aryani, et al., 2021) Correlation analysis is a method used to assess how closely related two variables are. The essence of this technique is to describe the extent to which two variables interact with each other. In a graph, the X variable (horizontal axis) and the Y variable (vertical axis) can have a non-linear, positive, or negative relationship. When the purpose of the study is to explore the relationships between several variables, the appropriate method to use is correlation analysis.

Correlation analysis is a statistical technique used to assess how strong the relationship between two variables, namely independent variables and dependent variables, is. Supardi (2013) in (Khairani, Aryani, et al., 2021) explained that correlation analysis is a form of inferential analysis used to determine the degree or strength of relationships, forms or causal relationships and reciprocal relationships between research variables. Correlation analysis is a type of inferential analysis that aims to determine the intensity, form, and nature of the cause-and-effect relationship and interaction that occurs between variables in a study. According to (Khairani, Haryani, et al., 2021) comparative analysis is a statistical analysis technique that aims to compare the conditions of two or more groups which is a statistical procedure used to test the difference between two or more variables. Based on the approach used, this study uses a data collection technique with a questionnaire dissemination method. The distribution of questionnaires was carried out to pilgrims who received Padang embarkation and debarkation services with a total of 357 samples.

3. Results and Discussion

3.1. Result

Community satisfaction is the most important aspect of service. In general, people expect good service. A bad image is given to service users by bad service providers. Service quality is a state that creates a dynamic relationship between the community

and service providers. If the services received are in accordance with the expectations of the community, it can be said that the service is of quality because the services provided are not judged in terms of services provided but from the side of the recipient of the service, namely the community.

The services provided by the government must achieve community satisfaction. According to Kotler (2002), customer satisfaction refers to the feeling of satisfaction or disappointment experienced by a person when comparing his or her perception or impression of service performance (Azwar, 2019). If the performance is below expectations, the customer is dissatisfied, but if it exceeds expectations, the customer is very satisfied and happy. According to Bitner and Zeithaml (2003), customer satisfaction is the evaluation of a product or service in terms of whether it has met needs and expectations (Azwar, 2019). Another opinion is put forward by Dasman Lanin (2014), that public satisfaction from the services provided by service providers can be interpreted by using positive satisfaction statements and negative satisfaction statements with the formulas $K > H = \text{Satisfied}$ and $K < H = \text{Dissatisfied}$, and if $K = H$ means neutral.

Measuring the level of community satisfaction is to assess the success of a service provided by the government. It can also be used as the main input in the evaluation and continuous improvement of service quality. The importance of public satisfaction with public organizations is the most important thing because it involves the interdependence of public trust. According to Pasolong (2010) as quoted (Damayanti et al., 2019) "The better the governance and quality of services provided, the higher the level of public trust." The level of public trust will increase when the community receives satisfactory and quality services. One way to measure community satisfaction is to conduct a Community Satisfaction Survey (SKM). This survey aims to assess the level of public satisfaction with the quality of services provided by public service providers. Through this survey, the government wants to get feedback on the quality of services provided by service providers that have been carried out. The participation of the public and consumers in this survey is expected to encourage service improvement by finding various solutions to complaints received from the public. The Community Satisfaction Survey (SKM) is designed to assess the degree of satisfaction experienced by community members as service recipients and to enhance the quality of public service provision.

The level of public satisfaction can be seen from various factors. One can be seen from demographic factors. Rosha and Kaur (Samson Oluseun Ojekalu et al., 2018) state that the provision of services should include the demographic information composition

of users so that their future actions can be predicted and verified. Varied demographic information such as age, gender, and education level is essential when considering strategic planning deadlines for service providers. This is due to the fact that customer service allows service providers to explain how a person's needs and wants can change over time. According to Schoenfelder et al. (2010) as cited in Christasani & Satibi (2016), demographic variables that bear a significant correlation with patient satisfaction encompass age, gender, and social status, with both age and educational attainment exhibiting a robust association with patient satisfaction. As articulated by Indra (2020) in Junariah (2022), demographic characteristics refer to attributes that delineate societal variations predicated on factors such as age, gender, occupation, educational background, religious affiliation, ethnicity, income levels, family structures, marital status, geographical placement, and social stratification.. Based on publication data from the Padang Embarkation Hajj Dormitory UPT on the Community Satisfaction Index in hajj services from 2023 to 2025, there has been a significant increase. The IKM value in 2023 is 87.31, in 2024 it will increase to 88.20 and in 2025 the IKM will again increase to 88.52 with A or Very Good quality.

3.2. Gender Relationship and Satisfaction

Gender is one of the demographic variables that is closely related to community satisfaction. Gender or gender is a person's concept of himself or herself as male and masculine or female and feminine, or ambivalent, usually based on the physical characteristics, attitudes and expectations of parents, as well as the social and psychological pressures experienced by the individual (Dorland, 2012). According to (Murnianti, 2017) demographic factors related to gender, are significant to satisfaction. According to Karatepe in 2011 in (Mokhlis, 2012) It is very important for urban dwellers to understand the potential impact of gender diversity on service quality when developing effective marketing strategies. Investigating such relationships is crucial, leaving managers at risk of making the wrong decisions without strong evidence and guidelines. An increase in gender differences on the one hand can pose problems if there are gender-based differences. In different situations, a gender-sensitive approach can become more problematic if there is no gender difference among the participants. Mokhlis (2012) conveyed the opinion of Meyers-Levy & Sternthal: Gender has been recognized as one of a small number of demographic variables that meet the basic requirements for successful implementation of segmentation strategies: (1) gender is easily identifiable;

- (2) the gender segment is accessible (since most media provides this information) and
- (3) the gender segment is large enough to make a profit.

Schoenfelder et al. (2010) assert that demographic variables which exhibit a significant correlation with patient satisfaction encompass age, gender, social status, and educational attainment, with age and educational level demonstrating a robust association with patient satisfaction. (Maharany Aditya Rizky, 2019) the satisfaction of female or male customers in achieving customer loyalty has a difference because customers and other customers have a different point of view, thus affecting the same behavior and response to a product. They have different needs, expectations, desires, lifestyles, social environment, and consumption patterns as part of physical and psychological similarities. Men and women may have the same desires, but the strength of those desires may be different. Kotler & Kervin (2009) in (Maharany Aditya Rizky, 2019) stated that the needs and desires of customers have a close relationship with gender or gender. In addition, according to Snipes (2006) in Samson, it was found that male customers rated the dimension of service quality fairness higher for the services provided when compared to female customers.

3.3. Discussion and Analysis

Spathis et al. (2004) found that male customers have a more positive perception of service quality than female customers towards banking services. Customer or community satisfaction is influenced by gender or gender due to differences in viewpoints, expectations, desires, lifestyles, and environments so that men and women have different perspectives regarding satisfaction with a product or service.

Based on research that has been carried out, there is a negative or opposite sex relationship with satisfaction with Embarkation Services at the Padang Embarkation Hajj Dormitory UPT. An RH count of 0.803 indicates a close positive relationship between sex and satisfaction and the significant test result is 0.00 less than $\alpha = 0.05$. This suggests that there is a significant relationship between sex and satisfaction.

This study concluded that there is a positive or one-way relationship between gender and the level of community satisfaction with the hajj service at the Padang Embarkation. The analysis was carried out based on the results of the R table, which showed a value of 0.361. This value identifies a relationship between sex and satisfaction level, and a positive value indicates that both sexes have almost equal levels of satisfaction. To see

in more detail the difference in satisfaction felt by men and women, the data can be described in the data processing as follows:

TABLE 1: Community Satisfaction Index Distribution Table by Gender.

No.	Elements of IKM	Gender	
		Women	Man
1.	Requirement	3.52	3.61
2.	Service Procedure	3.5	3.64
3.	Waktu Pelayanan	3.52	3.67
4.	Fare Fees	3.41	3.47
5.	Product Specification Type	3.43	3.54
6.	Implementing Competencies	3.4	3.54
7.	Implementing Behavior	3.48	3.55
8.	Facilities and Infrastructure	3.38	3.42
9.	Complaint Handling	3.74	3.78
Jumlah		3.49	3.58

Source : Results of Research Data Processing in 2025

Based on the results of research and theoretical studies, it can be concluded that gender has a significant relationship with the level of satisfaction at the Padang Embarkation. Research data for 2025 at the Padang Hajj Dormitory Unit shows that male pilgrims give a higher satisfaction score (3.58) than women (3.49). This indicates that there is a difference in the level of satisfaction based on gender in receiving public services. Male pilgrims tend to place higher value on the elements of requirements, procedures, and service time, which indicates that men find it easier in the administrative process and flow of services.

In addition, male pilgrims also scored higher on the aspects of cost, service products, competence, and officer behavior, while women rated these aspects slightly lower so there was still room for improvement. Both groups rated facilities and infrastructure in the “good” category and complaint handling in the “excellent” category, although the male score was slightly higher. This finding confirms that although men tend to be more satisfied, both men and women admit that the complaint management mechanism has been effective as a positive indicator of service quality at the Padang Embarkation.

This is in line with the results of the analysis of Gender Difference (X) to Satisfaction (Y) with the One-Way ANOVA test obtained a calculated t value = 2.15. This figure is larger than the t table for a sample of 357 which is 1.967. A t-count greater than t in the table shows that there is a difference in Gender (X) to Satisfaction (Y) and the sign

value = $0.03 < 0.05$, this means that there is a significant relationship between gender and satisfaction. Based on this, it can be concluded that there is a significant difference between Gender (X) and Satisfaction (Y).

The findings of this study are in line with those conveyed by According to (Murnianti, 2017) where demographic factors related to gender are significant to satisfaction. Kotler & Kervin (2009) in (Maharany Aditya Rizky, 2019) researched the Role of Gender as a Moderation Variable in the Influence of Customer Satisfaction on Customer Loyalty. which states that, the needs and desires of customers have a close relationship with gender or gender. Customer or community satisfaction is influenced by gender, so men and women have different perspectives regarding satisfaction with a product or service. In line with the research conducted by Snipes (2006) in (Samson Oluseun Ojekalu et al., 2018) with a study entitled "Effect of demographic characteristics on service quality perception: Evidence from occupiers of shopping complex in Ibadan, Nigeria" concluded that male customers give a higher assessment of the justice dimension of service quality than female customers, in addition to (Samson Oluseun Ojekalu et al., 2018) stated the findings of Spathis (2004) also found that male customers have a more positive perception of service quality compared to women in the context of services.

Women and men have different attitudes in expressing satisfaction. This difference in satisfaction statements can be caused by the tendency of women to be more verbal and expressive in expressing feelings, women are more open to emotional expressions than men. Women tend to have a greater focus on emotional and interpersonal aspects in relationship contexts. They place a high value on communication and intimacy. Meanwhile, men more often pursue satisfaction through achievement, success, or fulfilling traditional roles as providers. However, this does not imply that men do not value emotional connection; It's just that sometimes their priorities and the way they express them can be different.

Based on the results of research and theoretical studies, the researcher can conclude that gender has a significant relationship with satisfaction in the Padang Embarkation. According to Karatepe in 2011 in (Mokhlis, 2012) who researched entitled "The Influence of Service Quality on Satisfaction: A Gender Comparis", it is very important for city dwellers to understand the potential impact of gender diversity on service quality when developing an effective marketing strategy. Investigating such relationships is crucial, leaving managers at risk of making the wrong decisions without strong evidence and guidelines.

4. Conclusion and Recommendations

The results of the study showed that there was a significant relationship between gender and the level of community satisfaction with services at the Padang Embarkation. The correlation test produced a strong positive score, and the T test proved the difference in satisfaction between men and women. In general, men tend to give higher ratings than women on almost all elements of service. The difference in assessment can be seen in the aspects of requirements, procedures, service time, costs, to the competence and behavior of officers. Men feel more ease and satisfaction, while women consider that there are still aspects that need to be improved. However, in the element of handling complaints, both men and women gave positive appreciation, showing that the complaint management mechanism has run quite well.

Based on the findings of the research, PPIH Embarkation Padang needs to pay attention to demographic factors, especially gender, in designing service policies. The difference in perceptions between men and women indicates the need for a more inclusive approach so that community satisfaction can be achieved equally. This effort can be done by improving the quality of procedures, the attitude of officers, and ensuring that affordability is more felt by all parties. In addition, PPIH is expected to open up greater space for women to participate in the evaluation and decision-making process. This involvement will help ensure that their needs and views are proportionately accommodated in improving the quality of hajj services. For future research, it's advisable to investigate additional demographic factors such as age, education, and social status. This follow-up study will offer a more comprehensive understanding of how demographic elements influence public satisfaction, providing a stronger basis for creating more targeted public service policies.

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