

The Effect of The Role of Public Manager on The Satisfaction of The Kerinci Ethnic Community in The Tourism Sector

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ABSTRACT

Kerinci is an area where there are still indigenous or native Malay ethnic groups scattered in Kerinci Regency which must be preserved and guarded by the Kerinci Regency Tourism and Culture Office. However, problems are still found, because the role of the local government, especially in the tourism sector in Kerinci Regency, has not been fully able to fulfill the wishes of the community and do more concrete things to give its role both internally and externally to the community. In addition, the social life of the community will experience a decline. So that it causes dissatisfaction and injustice that is felt by the community in preserving the culture that has become the regional identity, especially in Kerinci Regency. This study uses quantitative methods with associative research types whose purpose is to determine the effect of the dependent variable (the role of external managers) and (the role of internal managers) on the independent variable (community equity satisfaction). The population in the study is the entire Kerinci community in 2021, which amounts to 250,259 people. The determination of the sample in this study is all using the Slovin formula with an error rate of 7% and a sample of 204 respondents can be obtained. Sampling Technique Using Professional Random Sampling. The results of the study show that there is a partially significant influence of the External Role of Managers on Community Equity Satisfaction from the R square value of 0.086, which is 8.6%. The Internal Manager's Role on Community Equity Satisfaction from an R square value of 0.069 which is 6.9%. And simultaneously from the two dependent variables on community equity satisfaction, the adjusted R square value of 0.144 is 14.4%.

Keywords: External Manager's Role; Internal Manager's Role; Community Equity Satisfaction

INTRODUCTION

Kerinci is an area located in the highlands at the top of the Andalas Mountains (Bukit Barisan), which stretches along the western cluster of the island of Sumatra. Kerinci is the name of a district located in the westernmost part of Jambi Province. The district which is dubbed the natural magic city of Kerinci, this piece of paradise land holds a lot of natural wealth as well as cultural traditions. Nature Kerinci is located in the highlands of Jambi, and is also surrounded by mountains. The natural panorama of Kerinci is very amazing. In addition, Kerinci is also thick with culture and traditions such as tourism and customs.

The role of the local government, especially in the tourism sector of Kerinci Regency, has not been fully able to fulfill the wishes of the community and do more concrete things to give its role both internally and externally to the community. At the same time, the social life of the community will experience a decline. So that it causes dissatisfaction and injustice felt by the community. The government, especially the tourism sector, should understand more about their role in the community that the services provided are not in accordance with what the community

wants in receiving services provided by the government and has a negative impact on government performance, especially the tourism sector (Husain et al., 2018; Papalapu et al., 2016). So that the people themselves feel dissatisfied with what the government provides.

This is in line with the observations of researchers when conducting initial observations to the Department of Tourism and Culture, researchers saw a lack of officers who directly served the community, so that the community felt disappointed and dissatisfied with their role in carrying out their duties. Apart from that, in terms of service, it is also not complete, such as employees are too busy with their own activities without paying attention to the people who come (Akib et al., 2015; Haryono et al., 2019; Smith & Akib, 2015).

Based on the background of the problem above, several problems were found in the aspect of the External Role of Managers and the Internal Role of Managers on the satisfaction of the community equity of Kerinci Regency. This phenomenon makes researchers interested in conducting deeper research with the title "The Influence of the Role of Public Managers on the Satisfaction of the Kerinci Ethnic Community in the Tourism Sector".

Community Equity Satisfaction

Equity theory states that individuals or customers will compare their input or output ratios with other ratios (Pritchard, 1969). Customers will be declared satisfied if the services provided are clean. Perception of fairness will affect customer loyalty in a service recovery situation. Customer satisfaction is measured by their perception of fairness. The input includes the information, effort, money or time required for the transaction. While the results are service benefits in the form of performance and feelings resulting from the transaction (Lanin & Hermanto, 2018). The indicators of community equity satisfaction are 1). I am satisfied with the service I received 2). I have been given the service I should have received 3). I've felt the balance between the service I received with what I have 4). I have felt a balance between the service I received and what others in the same business have received.

Public Manager's Role

Managers are people who are responsible for the organization or unit they lead. The manager's duties can be described in terms of various "roles" or an organized set of behaviors identified with a position (Mitzberg, 1979). Mitzberg (1979) there are ten definitions of the roles of managers in carrying out a business, social, or public organization. The ten are put into three groups, namely (1) Interpersonal (interpersonal roles), (2) Information roles. , (3) Making decisions (decisional roles).

The following are included in the Interpersonal: (1) Symbolic role (figurehead), (2) Intermediary (liaison), (3) Leader (leader), while those included in the role of information provider are (4) Spokesperson, (5) Monitor, (6) Disseminator, and those included in the decision-making role are (7) Entrepreneur, (8) Negotiator, (9) Resource allocator, and (10) Disturbance handler.

Then if the role is seen from several perspectives, it can be applied and the role is divided into several parts: (1) external roles and (2) internal roles of an organization. The set of external roles includes the roles of (1) Symbolic, (2) Intermediary, (4) spokesperson, (4) entrepreneur, and (5) negotiator. While the internal roles include the roles of (1) leader, (2) dissemination, (3) resolution of complaints or problems, and (4) resource allocator. There is a role that is on both sides of the organization's internal and external roles, namely the role of monitor or monitor (Lanin & Hermanto, 2018).

METHODS

The research in this study uses a quantitative method with an associative approach that is useful and has the aim of knowing the effect of the dependent variable on the independent variable. This research was conducted at the Department of Tourism and Culture in Kerinci Regency. The population in this research is the indigenous people of Kerinci Regency in 2020, amounting to 250,259 people. From a total population of 15,512, the number of respondents obtained using the Taro Yamane formula in Riduwan (2013: 65) with an error rate of 7%, namely:

$$\begin{aligned} n &= \frac{N}{1 + N(e)^2} \\ n &= \frac{250.259}{250.259(0,07)^2 + 1} \\ n &= \frac{250.259}{1.227,26} = \mathbf{203,91} \quad = \mathbf{204} \text{ (rounded up)} \end{aligned}$$

RESULT AND DISCUSSION

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RESULTS AND DISCUSSION

Result

1. Prerequisite Test

Table 1
Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			204
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.24830691
Most Extreme Differences	Absolute		.075
	Positive		.053
	Negative		-.075
Test Statistic			.075
Asymp. Sig. (2-tailed)			.007 ^c
Monte Carlo Sig. (2-tailed)	Sig.		.182 ^d
	99% Confidence Interval	Lower Bound	.172
		Upper Bound	.191

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Source: Processed Results of Research Data 2021

Based on table 1 above, it was found that the value was significant using the Monte Carlo method. Sig (2-tailed) is $0.191 > 0.05$, meaning that the residual value of this study is normally distributed. The normality test as one of the prerequisites for the regression test has been fulfilled.

2. Multicollinearity Test

Table 2

Multicollinearity Test Results

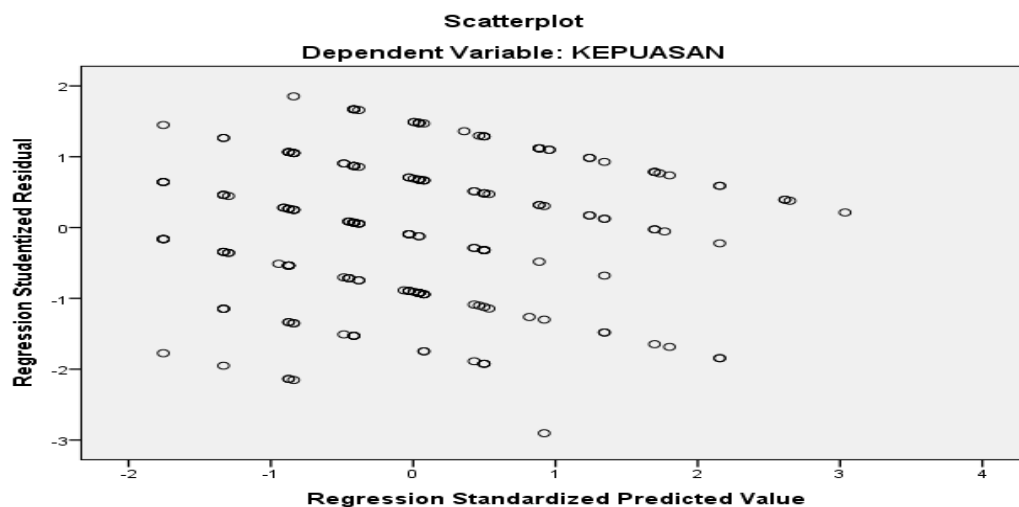
Model	Unstandardized Coefficients		Coefficients ^a Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	19.028	1.545		12.315	.000		
Eksternal	.224	.050	.290	4.465	.000	1.000	1.000
Internal	.243	.061	.257	3.962	.000	1.000	1.000

a. Dependent Variable: Satisfaction

Source: Research Data Processed Results, 2021

From table 2 above, it can be seen that the VIF value is $1000 < 10$ and the tolerance value is $1000 > 0.10$ and is number 1 for the two independent variables. Thus, the results of this test do not occur multicollinearity so that it can be continued with the next assumption.

3. Heteroscedasticity Tst



Source: Processed Results of Research Data 2021

Figure 1 Heteroscedasticity Test Results

Based on Figure 1 above, the test results show that the points spread randomly, either at the top of the zero or the part that is zero from the vertical Y axis and does not form a certain pattern. It can be concluded that there is no heteroscedasticity and indicates that this regression model has met the heteroscedasticity requirements.

4. Autocorrelation Test

Table 3

Autocrelation Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.391 ^a	.153	.144	1.25450	1.818

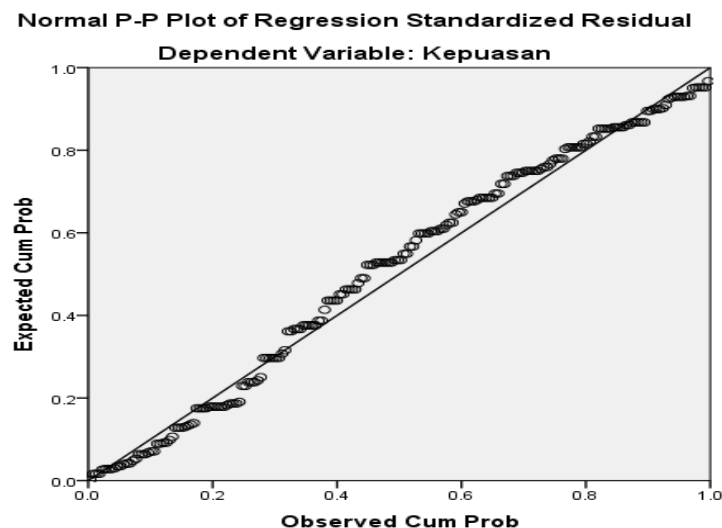
a. Predictors: (Constant), Internal, Eksternal

b. Dependent Variable: Satisfaction

Source: Processed Results of Research Data 2021

From table 3, it can be seen that the Durbin Watson value is 2.181, which means this value is between -2 to +2 so it can be concluded that in this study there is no autocorrelation problem.

5. Linearity Test



Source: Data processed by researchers 2021

Figure 2 Linearity Test Results

Based on Figure 4.8 above, it can be seen that the points move and spread along the diagonal line or along the diagonal line and there is no extreme spread. Means indicate that this regression model has met the requirements of the normality assumption of the data so that the expected results are good or in accordance with the classical assumptions of a regression.

6. T Statistic Test (Partial Test)

Table 4

Linear Regression Results of Manager's External Role (X1) on Employee Equity Satisfaction (Y)

Model Summary					
R	R Square	Adjusted R Square	t Hitung	Coefficients	Sig
.294 ^a	.086	.082	4.371		.000

a. Predictors: (Constant), Peranan Eksternal Manajer

Source: Processed Results of Research Data Using IBM SPSS Version 23, 2021

From table 4 it is found that the significance value of the Manager's External Role is 0.000 < 0.05. So it can be concluded that the Manager's External Role variable has a significant influence on Equity Satisfaction with a confidence level of 100%. The magnitude of the influence of the External Manager's Role variable on the Community Equity Satisfaction variable can be seen in the value of r square table 4.17 which is 0.086, which means that the Manager's External Role variable has an influence of 8.6% on Equity Satisfaction at the Tourism and Culture Office of Kerinci Regency. Thus it can be stated that the Ha1 hypothesis is accepted, namely that there is a significant influence between the External Manager's Role on Equity Satisfaction at the Tourism and Culture Office of Kerinci Regency.

Table 5

Results of Linear Regression Internal Manager Role (X1) on Employee Equity Satisfaction (Y)

Model Summary					
R	R Square	Adjusted R Square	t Count	Coefficients	Sig
.262 ^a	.069	.064	3.856		.000

a. Predictors: (Constant), Manager's Internal Role

Source: Processed Results of Research Data Using IBM SPSS Version 23, 2021

Table 5 above also shows the significance value of the Internal Manager's Role variable of 0.000 < 0.05 so that it can be interpreted that the Manager's Internal Role variable has a significant influence on the community's Equity Satisfaction with a confidence level of 100%. So from the research findings, the second hypothesis which states that the Internal Manager's Role has a significant effect on community Equity Satisfaction (Ha2) can be accepted. The value of r square of the Internal Manager's Role variable is 0.069 or it can also be interpreted that the Internal Manager's Role variable has a magnitude of 6.9% influence on the community equity satisfaction variable at the Tourism and Culture Office of Kerinci Regency.

Table 6

Results of Multiple Linear Regression Variables of Manager's External Role and Manager's Internal Role (X2) Towards Equity Satisfaction (Y)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.391 ^a	.153	.144	1.25473

a. Predictors: (Constant), Eksternal, Internal

b. Dependent Variable: Statification

From table 6 it is found that the value of r square is 0.153. This means that the variables between the External Manager's Role and the Internal Manager's Role together have a magnitude of 15.3% influence on the Equity Satisfaction variable. The above also shows the significance value of the External Manager's Role and Internal Manager's Role of $0.000 < 0.05$, so it can be interpreted that the Manager's Internal Role variable has a significant influence on community equity satisfaction with a level of confidence reaching 100%.

Discussion

1. Environmental Influence the External Role of the Manager of the Tourism and Culture Office

Based on the results of the first hypothesis, it was found that the Manager's External Role variable partially had a positive and significant influence on the employee performance variable. This is evidenced from the results of data processing using SPSS 23 software that found a significance value. Manager's External Role Variable on Equity Satisfaction is $0.000 < 0.05$. Based on these results, it can be understood that the Manager's External Role variable has a significant influence on Equity Satisfaction with a confidence level of 100%. The magnitude of the influence of the Manager's External Role variable on the Equity Satisfaction variable can be seen in the value of r square table 4.17, which is 0.086, which means that the Manager's External Role variable has an influence of 8.6% on Equity Satisfaction at the Tourism and Culture Office of Kerinci Regency. Thus it can be stated that the Ha1 hypothesis is accepted, namely that there is a significant influence between the External Manager's Role on Equity Satisfaction at the Tourism and Culture Office of Kerinci Regency.

2. The Influence of the Internal Role of Managers on Equity Satisfaction at the Tourism and Culture Office

Based on the results of the second hypothesis, it was found that the Internal Manager's Role variable partially had a positive and significant influence on the employee performance variable. This is evidenced by the results of data processing using SPSS 23 software, that the significance value of the integrity variable on employee performance is $0.000 < 0.05$. Based on these results, it can be understood that the Internal Role of Managers on Community Equity Satisfaction is significant with the level of trust reaching 100%. The amount of influence that the Internal Manager's Role has partially is 6.9%. This 6.9% value was obtained based on the RSquare value after the T test was carried out on the second hypothesis, which was 0.069. These results

indicate that the influence given by the Internal Manager's Role variable on Equity Satisfaction is 6.9%, which means that the more complete and good the Internal Role of the Manager of the Tourism and Culture Office of Kerinci Regency is, the greater the Community Equity Satisfaction will be (Fuchs, 2004; Jaelani et al., 2016; Khadaroo & Seetanah, 2007; Malihah & Setiyorini, 2014; Nur et al., 2019; Syam, 2021; Yiu & Law, 2014).

3. The Influence of Managers' External Roles and Managers' Internal Roles on Equity Satisfaction at the Tourism and Culture Office of Kerinci Regency

Based on the results of the fourth hypothesis, it was found that the variables of the Manager's External Role and the Manager's Internal Role on Community Equity Satisfaction simultaneously had a positive and significant influence on the Community Equity Satisfaction variable. This is evidenced from the results of data processing using SPSS 23 software, which found the significance value of the External Manager's Role and the Manager's Internal Role on Community Equity Satisfaction was found to be $0.000 < 0.05$. Based on these results, it can be understood that the variables of the Manager's External Role and the Internal Manager's Role together (simultaneously) have a significant influence on the External Manager's Role and the Manager's Internal Role variable with a level of confidence reaching 100% the magnitude of the influence of the Manager's External Role and the Internal Role Managers simultaneously on the variable Community Equity Satisfaction is equal to 15.3% in this research location. This 15.3% value was obtained based on the RSquare value after the F test for the fourth hypothesis was 0.153.

These results indicate that the influence of the External Manager's Role and the Manager's Internal Role on Community Equity Satisfaction is 15.3%, which means the better the External Manager's Role and the Internal Role of Managers is increasing as well as Community Equity Satisfaction at the Tourism and Culture Office of Kerinci Regency. The limitations of this study are that this research only focuses on the assessment of employees' external roles of managers and internal managers' roles at the Kerinci district secretariat. There are still many research variables that can be researched and developed in order to create good performance in other agencies (Atinga et al., 2019; Cheng et al., 2021; Djafar et al., 2019, 2019; Li et al., 2020).

CONCLUSION

The purpose of this thesis is to find out whether there is an effect of the External Manager's Role and Internal Manager's Role on Community Equity Satisfaction at the Tourism and Culture Office of Kerinci Regency. From the results of data processing and discussion as described above, it can be concluded that: 1) There is a significant External Manager's Role in Community Equity Satisfaction in the Tourism and Culture Office of Kerinci Regency. The significance value of the influence of the External Manager's Role on Community Equity Satisfaction is 0.000 and the magnitude of the influence of the work environment on the performance of employees who facilitate the needs of the services at the research location is 8.6%. 2) There is an Internal Manager's Role in Community Equity Satisfaction significantly in the Tourism and Culture Office of Kerinci Regency. The significance value of the influence of the Internal Manager's Role on Community Equity Satisfaction is 0.000 and the magnitude of the influence of the Internal

Manager's Role on Community Equity Satisfaction who facilitates the needs of the services at the research location is 6.9%. 3) There is an influence of the External Role of Managers and the Internal Role of Managers (simultaneously) on Community Equity Satisfaction significantly in the regional secretariat of Kerinci Regency. The significance value of the influence of the Internal Manager's Role on Community Equity Satisfaction is 0.000 and the magnitude of the influence of this independent variable on the satisfaction of community equity that facilitates the needs of the services at the research location is 15.3%.

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