

ANALYSIS OF FACILITIES, SERVICE QUALITY AND DEVELOPMENT OF CAPITAL ACCESS TO INCREASE THE WELFARE OF VILLAGE COMMUNITIES KWALA SERAPUH, LANGKAT

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Abstract:

This research aims to analyze facilities, service quality and development of access to capital to improve welfare. This research was conducted in the community of Kwala Serapuh Village, Langkat. The data collected in this research are primary and secondary data, through data collection instruments in the form of questionnaires, interviews and documentation studies. The population in this study was 50 respondents. This research uses quantitative data, with multiple linear regression analysis methods. The test results show that partially and simultaneously the variables of facilities, service quality and access to capital have a positive and significant effect on improving the welfare of the people of Kwala Serapuh Village, Langkat. The influence contribution given by all variables is 66.6%.

INTRODUCTION

Community welfare is a shared responsibility both at the central government level and even more so at regional governments. According to (Islamia I. & Sunarti E., 2012), Welfare is a social, material and spiritual system of life and livelihood that is filled with a sense of safety, decency and inner and outer peace that enables every citizen to make efforts to fulfill physical, spiritual and social needs as best as possible for themselves and their household. as well as society. Therefore, it is appropriate for the government, in this case, the Langkat Regency government, to be able to improve the economic life of the community in all aspects and facets of life so that it will be able to improve welfare which in turn increases government participation in sustainable regional development. The level of welfare of the people in Langkat Regency, especially coastal communities, must be one of the government's main focuses in the context of long-term development as well as a form of effort to empower human resources. Society is a group of people who "hang out" with each other, or in scientific terms, "interact" with each other (Koentjaraningrat, 2009).

The comprehensive development process carried out by the Regional Government of Langkat Regency not only relies on the development of regional facilities and infrastructure, but the most important thing is how to build quality human resources that are able to compete in accordance with the demands of the times. One of the important points in human resource development is the welfare of the community so that they are able to meet their daily needs. The main task of the Langkat Regency regional government is primarily the Tanjung Pura District Government to pay attention to the welfare of the community. The condition of the people in the area is that they work as MSMEs from the potential of the village as one of the main livelihoods. This is because geographically the village area is a coastal area which is a place to produce fish.

Community and Village Empowerment is always related to various problems, including; facilities, capital access development services that have not been effective, and the independence of village communities are descriptions of community problems at the rural level. According to (Soekanto, 1986) Rural society is essentially gradual. According to (Syani, 1987) states that society is characterized by four characteristics, namely the existence of interaction, the bonding of distinctive behavioral patterns in all aspects of life which are stable and continuous, and the existence of a sense of identity towards the group, where the individual concerned becomes a member of the group.

On the one hand, rural communities have strong social capital in the form of a way of life based on a strong mutual cooperation basis. For this reason, empowering village communities is one way to solve this problem. The current government, with various social issues and problems (poverty) in people's lives, has now taken various steps and methods to overcome the problems in question.

Community development and people's development is one of these steps. Meanwhile, handling social problems must be able to respond to human problems and needs in an ever-changing society, improve justice and human rights, and change societal structures that hinder the achievement of business and social welfare goals. If the role of the community in welfare efforts has taken place in an institutionalized and organized manner and is greater than the role of the government, the role of the government prioritizes the implementation of regulatory and supervisory functions in such a way that the community becomes the first and main base in overcoming welfare problems in its

environment. Prosperity and happiness are human ideals. To achieve these goals, humans carry out various methods and efforts to fulfill life's needs as a component of prosperity.

The prosperity and well-being of the people is very dependent on the role and performance of the village government and the active participation of the community. Therefore, the regional head must be someone who really cares about the fate of his people. Regional heads who are directly elected by the people are given the mandate to act as government as well as heads of society who are able to face problems and challenges together with the community.

Kwala Serapuh Village is one of the villages in Kuala District, Langkat Regency, North Sumatra Province. This village has an area of 10.50 square kilometers with a population of 1,050 people. The people of Kwala Serapuh Village mostly work as farmers and fishermen. Factors that can influence community welfare are the availability of facilities, quality of service, and development of access to capital. Adequate facilities can increase people's productivity, thereby increasing their income. According to (Kotler, 2019) Facilities are physical resources that exist before services can be provided to consumers. According to (Yuriansyah, 2013) Facilities that meet consumer expectations will attract the attention of consumers to come and enable the company to win business competition. Meanwhile, according to (Tjiptono, 2016) Facilities are physical resources that must exist before a service is offered to consumers.

Good service quality can provide satisfaction to the community, thereby increasing public trust in the government. According to (Tjiptono, 2016) in (Atmaja, 2018) Quality is a dynamic condition that influences products, services, people, processes and the environment that meet or exceed expectations. According to (Riyanto, 2018) Quality is defined as a measure of how well the level of service provided is capable or in accordance with customer expectations. According to (Kashmere, 2016) In (Rahman, 2017) service is the actions or actions of a person or organization to provide satisfaction to customers or clients. Based on Lewis & Booms in (Riyanto, 2018) stated that service quality is a measure of how well the level of service provided is able to meet customer expectations.

Planned development is perceived as a more rational and orderly effort for the development of communities that have not yet or are just developing (Subandi, 2011). Building access to capital can provide capital to people to develop their businesses, thereby increasing their income. Definition of business capital according to the Big

Indonesian Dictionary in (Ardi Nugroho, 2011) “Business capital is money used as principal (parent) for trading, releasing money, and so on; assets (money, goods, etc.) that can be used to produce something that increases wealth. Based on this background, this research aims to analyze the influence of facilities, service quality, and development of access to capital on improving the welfare of the people of Kwala Serapuh Village, Langkat.

LITERATURE REVIEW

Research Approach

This research approach is quantitative research. Quantitative research methods can be interpreted as methods used to research certain populations or samples, data collection using research instruments, statistical data analysis, with the aim of testing predetermined hypotheses. Quantitative research (Sugiyono, 2019), is a research method based on the philosophy of positivism, as a scientific or scientific method because it fulfills scientific principles in a concrete or empirical way, objectively, measurably, rationally and systematically.

Population and Sample

According to (Sugiyono, 2016) defines population as a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions, so population is not just people, but includes all characteristics or subjects studied, but includes all characteristics or traits that owned by that subject. The population in this study were MSMEs in the Kwala Serapuh Village Community, Langkat.

A sample is a portion of the population whose characteristics will be investigated and is considered to represent the entire population or a smaller number of the population (Sugiyono, 2016). The population in this study were MSMEs from the Kwala Serapuh Village Community, Langkat, totaling 50 respondents. If the number of respondents is less than 100 respondents, then all samples are taken so that the research is population research, whereas if the number of respondents is more than 100 participants, then sampling is 10%-15% or 20%-25% or more.(Arikunto, 2016). So the sample used in this research was 50 respondents.

RESEARCH METHODS

Data analysis method

1. Descriptive Statistical Testing

Descriptive statistics are generally used to provide information about the research variables contained in a study. The descriptive analysis method is an analysis method where data is collected, classified, analyzed and the results are interpreted so as to provide information and an overview of the topic to be discussed. Descriptive statistics provide an overview of the phenomenon or characteristics of the research.

2. Classical Assumption Testing

To determine the feasibility of the multiple regression model, a classic assumption test will be carried out which aims to find out whether the results of the regression estimates carried out are really suitable for use or not. The classical assumption test used is; normality test, multicollinearity test and heteroscedasticity test.

3. Multiple Linear Regression Testing

That this regression analysis aims to determine the influence or linear relationship between three or more independent variables and the dependent variable. This regression analysis is expressed with the following equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Hypothesis test

1. Partial Test (t Test)

The partial test (t test) shows how far each independent variable partially influences the dependent variable. To test the associative hypothesis (relationship), the significant product moment correlation test formula is used.

2. Simultaneous Test (F Test)

Simultaneous test is a test of regression coefficients together with independent variables that have a significant effect on the dependent variable (Priyatno, 2014). This test was carried out to determine whether the influence of all independent variables simultaneously had a significant effect on the dependent variable at the confidence level (Confidence Interval) or hypothesis testing level of 5% with the F test using a statistical formula.

3. Coefficient of Determination (R²)

The coefficient of determination is used to find out how big the relationship between several variables is in a clearer sense (Priyatno, 2014). The coefficient of determination will explain how much change or variation in a variable can be explained by changes or variations in other variables.

RESULTS AND DISCUSSION

Descriptive Statistical Test

The results of descriptive statistical analysis testing in this research can be seen in the table, as follows:

Table 1. Descriptive Statistics Test Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Facility	50	10.00	25.00	18.8000	3.88613
Service quality	50	9.00	24.00	18.4400	3.55803
Capital Access	50	8.00	21.00	17.4600	2.90819
Public welfare	50	10.00	25.00	18.5800	4.78983
Valid N (listwise)	50				

Source: SPSS output v. 25 (Data Processed by Author, 2023)

Based on Table 1, it can be seen that the minimum value for the facility variable is 10.0, the maximum value is 25.00, the mean value is 18.8000 and the std value. deviation of 3.88613. The service quality variable has a minimum value of 9.0, a maximum value of 24.00, a mean value of 18.4400 and a std value. deviation of 3.55803. The capital access variable has a minimum value of 8.0, a maximum value of 21.00, a mean value of 17.4600 and a std value. deviation of 2.90819. The minimum value for the community welfare variable is 10.0, the maximum value is 25.00, the mean value is 18.5800 and the std value. deviation of 4.78983.

Classic Assumption Test Results

a. Normality test

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Public welfare
N		50
Normal Parameters, b	Mean	18.5800
	Std. Deviation	4.78983
Most Extreme Differences	Absolute	.132
	Positive	.103
	Negative	-.132

Statistical Tests	.132
Asymp. Sig. (2-tailed)	.030c
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	

Source: SPSS output v. 25 (Data Processed by Author, 2023)

Based on Table 2, it can be seen that the statistical results of the Kolmogorov-Smirnov test are 0.132 which is greater than 0.05, so it can be stated that all data is normally distributed. The next normality test is the normal probability plot and histogram which is a comparison of the actual cumulative distribution of data with the normal cumulative distribution. The test results can be seen as follows:

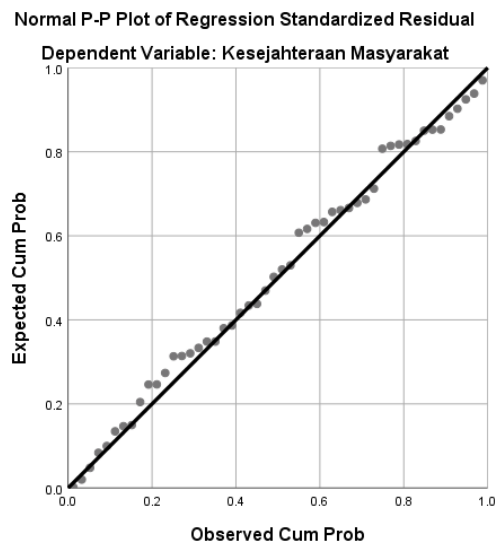


Figure 1. Normal P-Plot Graph
Source: SPSS output v. 25 (Data Processed by Author, 2023)

Based on Figure 1., it shows that the distribution of data is around the diagonal line and not scattered far from the diagonal line, so that the normality assumption can be met and testing can be continued to the next stage.

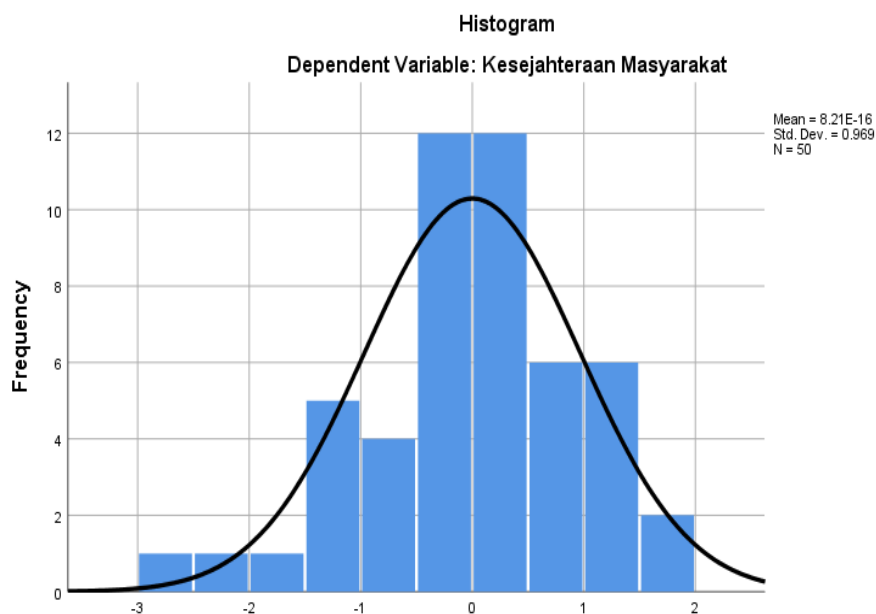


Figure 2. Histogram graph

Source: SPSS output v. 25 (Data Processed by Author, 2023)

Based on Figure 2, it shows that the histogram shape depicts data with a normal or close to normal distribution because it is shaped like a bell, so the assumption of normality in this study can be met.

b. Multicollinearity Test

Table 3. Multicollinearity Test Results

Model	Coefficients ^a	Collinearity Statistics	
		Tolerance	VIF
1	Facility	,452	2,213
	Service quality	,452	2,211
	Capital Access	,999	1,001

a. Dependent Variable: Community Welfare

Source: SPSS output v. 25 (Data Processed by Author, 2023)

Based on Table 3, it can be seen that the results of the multicollinearity test show that none of the independent variables have a tolerance value of more than 0.10, which means there is no correlation between independent variables whose value is more than 95%, while the Variance Inflation Factor (VIF) value also shows this. The same thing is that there are no independent variables that have a VIF value of less than 10. It can be concluded that the regression model used in the research does not have multicollinearity.

c. Heteroscedasticity Test

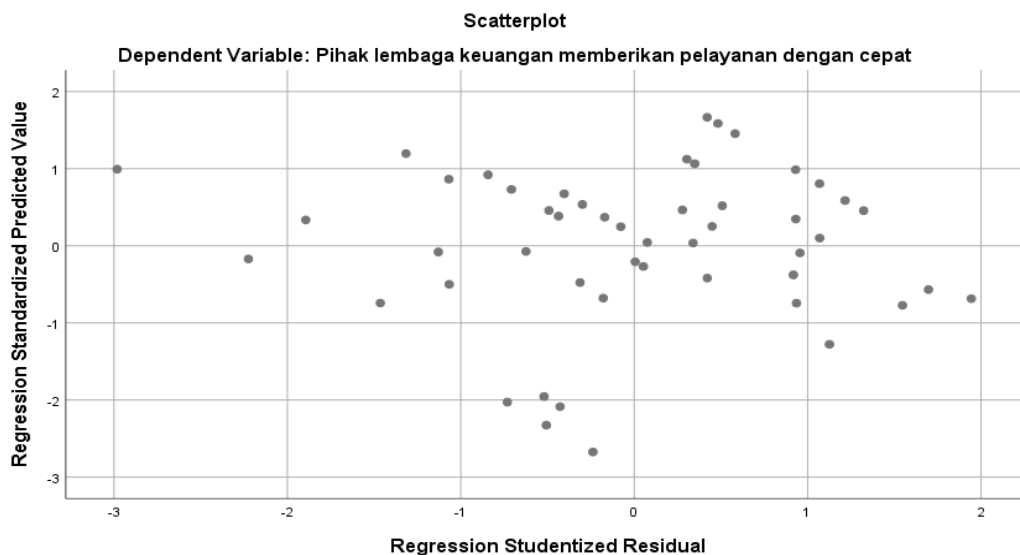


Figure 3. Histogram graph

Source: SPSS output v. 25 (Data Processed by Author, 2023)

By looking at Figure 4.3, you can see that the points are spread randomly, and are spread both above and below the number 0 (zero) on the Y axis. So it can be concluded that there are no symptoms of heteroscedasticity in the regression model used.

Results of Multiple Linear Regression Analysis

Table 4. Results of Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	,352	4,532		1,078	,008
	Facility	,587	,215	,476	2,725	,009
	Service quality	,490	,235	.141	2,811	,022
	Capital Access	.411	,193	.128	1,893	,040

a. Dependent Variable: Community Welfare

Source: SPSS output v. 25 (Data Processed by Author, 2023)

Based on Table 4, the results of the multiple linear regression test can be obtained as follows:

$$Y = 0.352 + 0.587X_1 + 0.490X_2 + 0.411X_3 + e$$

It is known that the constant value is 0.352. This value can be interpreted as if facilities, service quality and access to capital influence the dependent variable of community welfare, then the value of the dependent variable of community welfare is 0.352. It is known that the regression coefficient value of the facility variable is 0.587, which is positive. This means that when facilities increase by 1 unit, community welfare tends to increase by 0.352. It is known that the regression coefficient value of the service quality variable is 0.490, which is positive. This means that when service quality increases by 1 unit, community welfare tends to increase by 0.490. It is known that the regression coefficient value of the capital access variable is 0.411, which is positive. This means that when access to capital increases by 1 unit, community welfare tends to increase by 0.411.

Hypothesis Test Analysis Results

a. t Test (Partially)

Table 5. Partial Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,352	4,532		1,078	,008
	Facility	,587	,215	,476	2,725	,009
	Service quality	,490	,235	.141	2,811	,022
	Capital Access	.411	,193	.128	1,893	,040

a. Dependent Variable: Community Welfare

Source: SPSS output v. 25 (Data Processed by Author, 2023)

Based on Table 5, the results can be seen, the t value of the facility variable > from t table, namely $1.676 > 2.275$ and $sig < \alpha$, namely $0.009 < 0.05$, meaning that the facility variable has a positive and significant effect on the welfare variable of the people of Kwala Serapuh Village, Langkat. The calculated value of the service quality variable > from ttable is $1.676 > 2.811$ and $sig < \alpha$, namely $0.022 < 0.05$, meaning that the service quality variable has a positive and significant effect on the welfare variable of the people of Kwala Serapuh Village, Langkat. The calculated value of the capital access variable > from ttable is $1.676 > 1.893$ and $sig < \alpha$, namely $0.040 < 0.05$, meaning that the capital access variable has a positive and significant effect on the welfare variable of the people of Kwala Serapuh Village, Langkat.

b. F Test (Simultaneous)

Table 6. Simultaneous Analysis Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	411,828	3	137,276	8,865	,000b
	Residual	712,352	46	15,486		
	Total	1124.180	49			

a. Dependent Variable: Community Welfare

b. Predictors: (Constant), Capital Access, Service Quality, Facilities

Source: SPSS output v. 25 (Data Processed by Author, 2023)

Based on Table 6, it can be seen that the value of Fcount > from Ftable is $8.865 > 2.40$, while $sig. < \alpha$, namely $0.000 < 0.05$, indicating that simultaneously the variables of facilities, service quality and access to capital have a positive and significant effect on the variable welfare of the people of Kwala Serapuh Village, Langkat.

c. Coefficient of Determination (R2)

Table 7. Results of Determination Coefficient Analysis

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.605a	.666	.625	3.93521
a. Predictors: (Constant), Capital Access, Service Quality, Facilities				
b. Dependent Variable: Community Welfare				

Source: SPSS output v. 25 (Data Processed by Author, 2023)

Based on Table 7, the R² (R Square) figure is 0.666 or 66.6%. This shows that the variables of facilities, service quality and access to capital on the welfare of the people of Kwala Serapuh Village, Langkat are 66.6%, while the remaining 33.4% is explained or influenced by other variables not examined in this research.

CONCLUSION

1. The Influence of Facilities on Community Welfare

Based on the results of the analysis, the t-count value data for the facility variable > from t table is 1.676 > 2.275 and sig < alpha, namely 0.009 < 0.05, meaning that the facility variable has a positive and significant effect on the welfare variable of the people of Kwala Serapuh Village, Langkat. Facilities are one of the factors that can influence community welfare. Adequate facilities can increase people's productivity, thereby increasing their income. This can be seen from the results of research conducted in Kwala Serapuh Village, Langkat. This research shows that facilities, service quality, and development of access to capital have a positive and significant effect on improving the welfare of the people of Kwala Serapuh Village.

Facilities that can improve community welfare are educational facilities. Adequate educational facilities can provide wider access to education for the community. This can improve people's skills and knowledge, so they can increase their productivity and income. Another facility is a health facility. Adequate health facilities can provide wider access to health for the community. This can improve people's health, so they can work more productively and generate higher incomes. Apart from that, infrastructure facilities can also influence community welfare. Adequate infrastructure facilities can increase people's mobility, so that they can access wider markets and job opportunities. This can increase people's income. Based on this, it can be concluded that facilities are an important factor that can influence community welfare. The government and society need

to work together to improve the availability and quality of facilities in the community so that people's welfare can increase.

2. The Influence of Service Quality on Community Welfare

Based on the results of the analysis, the t-count value data for the service quality variable is $>$ from t table, namely $1.676 > 2.811$ and $\text{sig} < \alpha$, namely $0.022 < 0.05$, meaning that the service quality variable has a positive and significant effect on the welfare variable of the people of Kwala Serapuh Village, Langkat. The government can improve the quality of education in Kwala Serapuh Village by building new schools, providing adequate educational facilities, and improving the quality of teachers. The community can also support efforts to improve the quality of education by sending their children to school and providing support to teachers.

The government can improve the quality of health in Kwala Serapuh Village by building a community health center and hospital, providing adequate health facilities, and improving the quality of health workers. The community can also support efforts to improve the quality of health by maintaining their health and complying with the recommendations of health workers. The government can improve the quality of infrastructure in Kwala Serapuh Village by building roads, bridges and other infrastructure facilities. The community can also support efforts to improve infrastructure quality by maintaining existing infrastructure facilities. By improving the availability and quality of facilities in Kwala Serapuh Village, the welfare of the village community can increase.

3. The Effect of Capital Access on Community Welfare

Based on the results of the analysis, the t-value data for the capital access variable is $>$ from t table, namely $1.676 > 1.893$ and $\text{sig} < \alpha$, namely $0.040 < 0.05$, meaning that the capital access variable has a positive and significant effect on the welfare variable of the people of Kwala Serapuh Village, Langkat. Access to capital is one of the factors that can influence community welfare. Adequate access to capital can provide opportunities for people to develop their businesses, thereby increasing their income. This can be seen from the results of research conducted in Kwala Serapuh Village, Langkat. This research shows that facilities, service quality, and development of access to capital have a positive and significant effect on improving the welfare of the people of Kwala Serapuh Village. One access to capital that can improve people's welfare is access to credit

from financial institutions. Adequate access to credit can provide capital for people to develop their businesses, so that they can increase their income.

Apart from that, there is access to capital from the government. Access to capital from the government can provide capital for people to develop their businesses, especially for people who do not have access to financial institutions. Based on this, it can be concluded that access to capital is an important factor that can influence community welfare. The government and society need to work together to increase access to capital for society so that society's welfare can increase.

4. The Influence of Facilities, Service Quality and Access to Capital on Community Welfare

Based on the results of the analysis, data on the Fcount value of the facility variable, quality of capital access > from Ftable, namely $2.40 > 8.865$ and $\text{sig} < \alpha$, namely $0.000 < 0.05$, meaning that simultaneously the facility variable, the quality of capital access has a positive and significant effect on the welfare variable of the Kwala Serapuh Village community, Step. Community welfare is one of the development goals that must be achieved by the government. Community welfare can be measured from various indicators, such as income, health, education and quality of life. Facilities, service quality and access to capital are factors that can influence community welfare. Adequate facilities can increase people's productivity, thereby increasing their income. Good service quality can provide satisfaction to the community, thereby increasing public trust in the government. Adequate access to capital can provide opportunities for people to develop their businesses, thereby increasing their income.

This can be seen from the results of research conducted in Kwala Serapuh Village, Langkat. This research shows that facilities, service quality, and development of access to capital have a positive and significant effect on improving the welfare of the people of Kwala Serapuh Village, Langkat.

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