

THE ROLE OF EMOTIONAL FACTORS MEDIATES DISTRIBUTIVE, PROCEDURAL, AND INTERACTIONAL JUSTICE TO CONSUMER SATISFACTION IN RECIPIENTS OF THE SOCIAL SAFETY NET PROGRAM

ABSTRACT

In dealing with the economy that is experiencing a decline the government raises social assistance to the community. The NTB government itself uses the JPS program that has been running for a long time by turning it into the NTB Gemilang JPS Program. The study aimed to examine the direct influence between distributive fairness, procedural fairness, and Interactional justice on Consumer Satisfaction as well as Emotional Factors. As well as the indirect influence between Descriptive Justice, Procedural Justice, and Interactional Justice on consumer satisfaction through emotional factors. This study used 100 respondents in the form of people who had received the JPS Gemilang NTB program package. Sampling technique using cluster sampling taken from several provinces in line with the distribution of THE JPS Gemilang NTB program. The results of this study distributive justice have a significant effect directly on consumer satisfaction and indirectly through emotional factors, procedural justice has a significant effect directly on consumer satisfaction and indirectly through emotional factors, interactional justice has a significant effect directly on consumer satisfaction and does not have a significant effect indirectly through emotional factors, Distributive Justice significant effect on Emotional Factors, Procedural Justice has a significant effect on Emotional Factors, Interactional Justice has a significant effect on Emotional Factors, Consumer satisfaction has a significant effect on emotional factors.

Keywords: Distributive justice, procedural justice, interactional justice, emotional factors, consumer satisfaction

1. INTRODUCTION

The Covid-19 pandemic is one of the crises that has hit the world resulting in deaths. In addition to the Covid-19 pandemic crisis, several crises have been experienced around the world that led to social and economic crises, namely the political crisis in 1965, the financial crisis in 1997-1998, and the financial crisis in 2008. All crises from 1965 to the present have an impact on social and economic processes around the world.

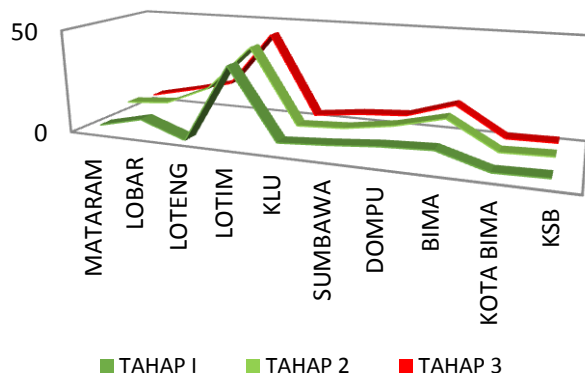
The crisis that occurred greatly affected Indonesia where at that time Indonesia was a developing country so that the social and economic impact greatly affected society. The biggest impact is the Covid-19 pandemic crisis that affects all aspects of life be it economic, social, health, education, and also both the lower society and the upper class also feel the impact. The poor are feeling the most from this crisis because they cannot meet their daily needs. The emergence of a lot of unemployment is due to the number of employees who are housed or spent because companies can not pay their salaries because of sales that have decreased dramatically.

The government created a system to strengthen social circles towards society. This system was implemented from 1997-1998 with attention in the fields of food security, education, health, employment, and community empowerment. This system is called the Social Safety Net (JPS). With the covid-19 pandemic crisis, JPS must be strengthened to overcome the crisis. JPS itself has been launched and implemented

since 2020 in every province. One of them is in West Nusa Tenggara Province.

JPS Gemilang NTB is one of the programs launched by the Governor of NTB where the Social Safety Net (JPS) only uses products from SMEs / SMEs in NTB itself. The government buys local products that will be used as JPS packages and distributed to the community of JPS Gemilang NTB recipients.

JPS Gemilang NTB has been completed for 3 consecutive months in 2020 from April, May, and June 2020. In its implementation, there are still complaints from the public who say they do not get the help, and also there is a case of anechoic procurement that occurred in JPS Gemilang Phase two which is being investigated further. In addition, there are also complaints about JPS Gemilang cooking oil products that are suspected to smell and there are also complaints that the products received are incomplete. The target of JPS Gemilang NTB is people who have not received assistance from the government so those who have received assistance from the central government will not receive the JPS Gemilang NTB program in the form of nine staples. The JPS distribution map of each stage can be seen below.



GRAPH 1 DISTRIBUTION OF RECIPIENTS OF THE JPS PROGRAM RESOUNDING

In phase I of the spread of the JPS Gemilang Program, the provincial government prepared sembako assistance to 105,000 Heads of Ntb community families consisting of 73,000 heads of poor families and 32,000 heads of near-poor families who did not get social safety net assistance from the central government such as PKH and sembako assistance from the central government. Details, Mataram City 2,695 KK, West Lombok 8,052 KK, Central Lombok 15,997 KK, East Lombok 37,578 KK, North Lombok 4,079 KK, Sumbawa 5,681 KK, West Sumbawa 2,535 KK, Dompu 7,840 KK, Bima 12,604 KK, Bima City 1,939 KK, and Province 6,000 KK.

In phase II increased to 125,000 KK who received packages from the JPS Gemilang program. With details, 99,000 KK are poor people based on Integrated Social Welfare Data (DTKS) and 26,000 KK are affected communities from non-DTKS data. With distribution, Mataram City 8,463 KK, West Lombok 10,339 KK, North Lombok 5,367 KK, Central Lombok 19,702 KK, East Lombok 41,660 KK, West Sumbawa 3,807 KK, Sumbawa 6,594 KK, Dompu 10,144 KK, Bima 15,915 KK and Bima City.

The Social Safety Net (JPS) Gemilang phase III was carried out with the target number reduced by 5,000 KK compared to the distribution of JPS Gemilang stage II which reached 125,000 KK. In the distribution of JPS Gemilang phase III, the target number is 120,000 KK. With details of 110,130 recipients from Integrated Social Welfare Data (DTKS) and 9,870 KK non-DTKS.3,010 KK.

In stage 1 still gets some obstacles such as distribution that can not be on time and also lack of public knowledge about this Program. The socialization of the JPS Gemilang program is spread through online channels such as Facebook social media, YouTube, the official social media account of the NTB provincial government, and broadcast live through 38 radio networks in NTB. So at this stage, it has not been able to 100% meet the target and is expected for the next stage to be better than this stage.

People feel very emotional about this program and also helped because they get nine staples where during this pandemic becomes very difficult to get but this can meet the needs of life for a month. In addition to the benefits felt by the people who receive the JPS Gemilang NTB program, some benefit from this program, namely IKM and SME actors who are included in the list of JPS Gemilang programs. They benefit by selling their products and also promoting their products to the wider community.

This can be seen from the research that has been conducted by Amy, Adam, and Wijoyo (2021) who

examined the level of public trust and meet the expectations of the community regarding the flagship program designed to fulfill the vision of NTB Gemilang. The research was conducted with eight stages of information search starting from starting, chaining, browsing, differentiating, monitoring, extracting, verifying, and ending until the data was finally collected and analyzed with quantitative methods intended to see the readiness of the community in building NTB Gemilang. The finding is that public sentiment towards ntb province's flagship program is very high. The level of public sentiment on social media shows 87% on positive sentiment.

Based on the graph above shows that there are eight excellent programs from NTB that have been run during this pandemic. JPS Gemilang NTB is among the second largest after the green NTB and Zero Waste programs. This graph shows input from all ongoing programs that are commented on by the entire NTB community in social networks Facebook, Instagram, Twitter to other online media. The findings of this study also show how public sentiment towards superior programs conducted in NTB can be seen in Table 1 as follows (Amy, Adam, and Wijoyo. 2021).

Table 1 NTB Flagship program test results

Program Unggulan	Sentiment Positive (%)	Sentiment Negative (%)
Beasiswa NTB	88	12
Desa Wisata	95	5
Industrialisasi	100	0
Zero Waste	98	2
Revitalisasi Posyandu	80	20
NTB Tangguh Bencana	85	15
JPS Gemilang	100	0
i-Shop NTB	90	10

Based on the table and also the graph above it can be concluded that the JPS Gemilang program provides benefits to the community both those who receive packages and for SMEs who are partners in producing products used in the JPS Gemilang program package. Even so, the procurement of JPS programs carried out by the Central Government which is recognized is not able to cover the needs of citizens affected by the pandemic in NTB. As many as 12,000 citizens who have not been able to get JPS assistance from the central government have received many complaints from the government. So that the Provincial Government launched the JPS Gemilang NTB program with projected distribution reaching 105,000 Impacted Family Heads. So that it can meet the target for family heads who have not received assistance from the Central government.

2. REVIEW

2.1 Emotional Factors

According to Dharmmesta [3], emotional factors are pride, self-confidence, which is an example of emotional value that underlies consumer satisfaction. So the emotional factor of the drive in a person to decide something in this case to choose a product or service based on subjective considerations such as feelings, pride, status, self-esteem, and so on. Emotional factors in the study are divided into 3,

namely Aesthetics, Self-Expressive Value, and Brand Personality.

2.2 Justice Perception

In the process of economic recovery, the government can apply the theory of justice. In fairness literature, complaints are seen as conflicts between customers and service providers. Customers who complain want to be treated fairly by the service provider. The approach of justice in handling complaints is a condition of service that is felt appropriate by customers in place of service that has failed in the delivery process (Tax, et al., 1998). According to Tax, et al., (1998) the value of fairness in the handling of complaints can be evaluated from three variables, namely:

2.2.1 Distributif Justice

Its relationship with the distribution of a product or service and the decisions taken related to the services provided in this research is more to how the services provided by officers from JPS Gemilang to the community of package recipients in each region. Distributive justice is seen from how the process of delivering jps gemilang program packages to the people who receive assistance. This can be seen from how the officer treats the community and consumer satisfaction is seen from how the response is received by the recipients of the JPS Gemilang program.

2.2.2 Prosedural Justice

Related to the fairness of the procedures used in decision making. The service process can be felt by consumers when consumers feel in the process there are aspects of consistency, precision, ethics, and not choosing [2]. Through good service, it can provide a better level of satisfaction to consumers.

2.2.3 Interaksional Justice

Focuses on the justice received between individuals during the enactment of the procedure. How to respond to the procedures provided in distributing packages to people who receive the JPS Gemilang NTB program.

2.3 Consumer Satisfaction

Satisfaction is much associated with emotional factors which is one of the factors that can affect satisfaction therefore many studies today link emotional factors with satisfaction. Understanding satisfaction itself according to Tjiptono [10] means a customer response or response about meeting needs where the need is an assessment of the product or service or the product itself that provides the customer's level of pleasure related to meeting the customer consumption needs.

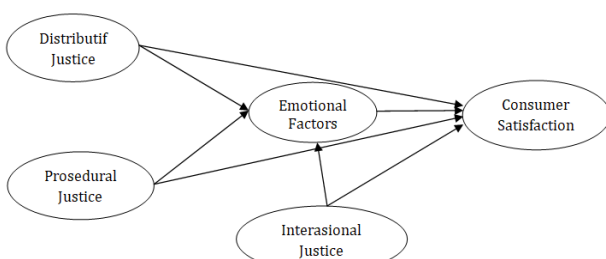


Figure 1 The Proposed Models

Hypothesis

- H1 There is a Distributive Justice effect on Emotional Factors
- H2 The effect of distributive fairness on consumer satisfaction
- H3 There is a Distributive fairness influence on Emotional Factors through Consumer Satisfaction
- H4 There is an effect of Procedural Justice on emotional factors.
- H5 There is a procedural Justice of influence to Consumer Satisfaction
- H6 There is the effect of procedural influence on Emotional Factors through Consumer Satisfaction
- H7 There is an influence of International Justice on emotional factors
- H8 There is an influence of International Justice on Consumer Satisfaction
- H9 There is an international effect of justice on emotional factors through consumer satisfaction.

3. RESEARCH METHODOLOGY

The population in this study is the Community that receives the JPS Gemilang program package in NTB. The number of samples as many as 100 respondents resulted from calculations with solvin formula with sampling techniques using cluster sampling because the object to be examined is very broad so that to determine who is included in the respondent based on data obtained from the NTB Provincial Cooperative and SME department. Primary data sources through questionnaires distributed through enumerators in each district/city and measurement scales using the Likert scale. The purpose of this study was to measure the effect of distributive fairness, procedural fairness, and international fairness on satisfaction through consumer emotional factors where data analysis techniques to test those influences with the Structure Equation Model (SEM).

4. RESULT AND DISCUSSION

4.1. Construct validity

The results of SmartPLS for discriminant validity are seen on cross-loading measurements with constructs. If the correlation of constructs with measurement items is greater than the size of other constructs then latent constructs predict the size of their blocks better than the sizes on other blocks [7]. Rule of Thumb for assessing discriminant validity by looking at cross-loading for each variable must be more than 0.7 [9].

Table 2 Result Outer loading

Number	Indicators	latent Variable				
		X1	X2	X3	Y	Z

1	x1.1	0.944	0.617	0.532	0.658	0.557
2	x1.2	0.892	0.540	0.455	0.434	0.458
3	x2.1	0.312	0.751	0.717	0.343	0.766
4	x2.2	0.427	0.721	0.783	0.475	0.732
5	x2.3	0.649	0.876	0.650	0.745	0.681
6	x2.4	0.617	0.855	0.577	0.604	0.627
7	x3.1	0.380	0.667	0.804	0.497	0.682
8	x3.4	0.385	0.561	0.712	0.407	0.565
9	Y1.1	0.475	0.579	0.524	0.809	0.509
10	Y1.2	0.544	0.683	0.580	0.916	0.590
11	Y1.3	0.411	0.372	0.377	0.714	0.329
12	Y1.4	0.626	0.648	0.544	0.946	0.543
13	Z1.1	0.455	0.711	0.780	0.489	0.765
14	Z1.2	0.312	0.730	0.696	0.343	0.796

Based on the results carried out twice where in the first test Cross loading and also Determinant Validity indicators produced are below 0.7 is indicator X1.3 which is then discarded and retested but the results of Cross loading and Determinant Validity found it turns out that indicator X3.2 and Z1.3 value is below 0.7 so that both indicators are discarded. Then in the results of the test again it was found that the value of cross loading and determinant validity of each indicator is above 0.7 so that the indicator is said to be valid and can be tested hypothesis.

4.2 Reliable

To prove whether the instrument used in the study can measure the construct judging by its accuracy, consistency and accuracy are used reliability tests where this is done using two ways Cronbach's Alpha and Composite Reliability. The Rule of Thumb in composite reliability testing is where Composite Reliability and Cronbach's Alpha must have values above 0.7 and 0.6. Specifically for confirmatory research, the value of both must be above 0.7 while for explanatory research then the value of both must be above 0.6.

Table 3. Reliability of Research Variables

	Cronbach's Alpha	Composite Reliability
Distributif Justice	0.864	0.934
Prosedural Justice	0.861	0.907
Interasional Justice	0.916	0.940
Consumer Satisfaction	0.894	0.926
Emotional Factors	0.806	0.884

From table 2 it can be concluded that all the variables in this study are declared reliable because Cronbach's Alpha for each construct variable has a value above 0.7 and Composite Reliability above 0.6.

4.3 Hypothesis Test

To test hypotheses in this study using smartPLS applications and the technology used is SEM (Structure Equation Models). The purpose of this study is to find out the influence between construct variables on endogenous variables through mediation variables. The model image of the study can be seen in figure 3 as follows

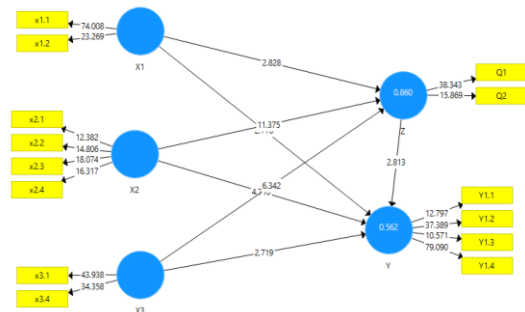


Figure 2 Models of Research Results

Table 4 Hypothesis Testing Results

	T Statistics (O/STDEV)	P Values
KD -> KK	2.776	0.006
KD -> FE	2.828	0.005
KP -> KK	4.710	0.000
KP -> FE	11.375	0.000
KI -> KK	2.719	0.007
KI -> FE	6.342	0.000
FE ->KK	2.813	0.005
KD ->FE ->KK	1.945	0.052
KP ->FE ->KK	2.813	0.005
KI ->FE ->Kk	2.412	0.016

Information :

- KD : Distributif Justice
- KP : Prosedural Justice
- KI : Interasional Justice
- KK : Consumer Satisfaction
- FE : Emotional Factors

4.4 Path Analysis

From the table of calculations using SmartPLS applications it can be stated that there is a significant influence of Distributif Justice (X1) on Consumer Satisfaction (Y) as evidenced by a statistical T-value of 2,776 and P-Value of 0.006, both of which can qualify, namely T-statistics greater than 1.98 and P-Value below 0.05. The conclusion is that Ha was accepted and Ho rejected so that the first hypothesis in this study could be accepted.

While the influence of Distributif Justice (X1) with Emotional Factors also showed there was a significant influence seen from the T-statistical results greater than the T-Table (2,828>1.98) and P-Value below 0.05 (0.005<0.05). So that the second hypothesis is received that there is a significant influence between Distributif Justice (X1) and emotional factors (Z).

From the two results of the calculation of the influence directly there is an indirect influence between Distributif Justice (X1) To Consumer Satisfaction (Y) Through Emotional Factors (Z) there is no significant influence between Distributif Justice on Consumer Satisfaction through Emotional Factors which is calculated with T-Statistics smaller than T-Table ($1,945 < 1.98$) and P-Value Greater than 0.05 ($0.052 > 0.05$) so that the third hypothesis is rejected.

Based on table 3 which is the result of SmartPLS, it can be said that Procedural Justice (X2) has a significant influence on Consumer Satisfaction which can be expressed with a magnitude of T-statistic greater than the T-table ($4,710 > 1.98$) and P-values smaller than 0.05 ($0,000 < 0.05$) the fourth hypothesis statement can be received.

As for the effect of Procedural Justice (X2) on Emotional Factors (Y), it was concluded that both had significant influences with T-statistics greater than T-Table ($11,375 > 1.98$) and P-Values smaller than 0.05 ($0.000 < 0.05$) so that the fifth hypothesis statement was acceptable.

For the calculation of indirect influence between Procedural Justice (X2), Consumer Satisfaction (Y) and Emotional Factors (Z) seen from T-statistic turned out to be greater than the T-table ($2,813 > 1.98$) so it was concluded that Procedural Justice has a significant effect on Consumer satisfaction through Emotional Factors and the sixth Hypothesis is accepted.

The next hypothesis test is that International Justice (X3) has a significant effect on consumer satisfaction (Y) expressed by the presence of a statistical T-statistic greater than the T-table ($2,719 > 1.96$) and P-Value greater than 0.05 ($0.007 < 0.05$) then the 7th hypothesis is acceptable.

The 8th hypothesis is acceptable to have been tested using a Smart PLS that yields a T-statistic greater than the T-Table ($6,342 > 1.98$) and a P-Value smaller than 0.05 ($0.000 < 0.05$) so that there is a significant influence between Interakional Justice (X3) on Emotional Factors (Z) and finally indirect measurement of influence using SmartPLS there is a significant influence of International Justice (X3) on Consumer Satisfaction (Y) through Emotional Factors (Z) which can be proven by the existence of T-Statistic greater than T-table ($2,412 > 1.98$) and P-value smaller than 0.05 ($0.016 < 0.05$) so that the ninth Hypothesis can be accepted.

5. DISCUSSION

Consumer satisfaction is directly influenced by every theory of fairness i.e. distributive justice, procedural fairness and interactional justice. The greater the justice felt, the higher the customer satisfaction in receiving the package JPS Gemilang NTB program and vice versa the lower the justice felt in receiving the JPS Gemilang NTB program package, the lower the consumer satisfaction. From the results of this study

shows that the level of consumer satisfaction where here is a community that receives the JPS Gemilang NTB program that has received justice be it descriptive justice, procedural justice and interactional justice proved to have a positive and significant effect on emotional factors. The result of the corresponding research conducted by [1, 3, 5, 6, 17, 18] which states that distributive justice, procedural justice, and interactional justice have significant effect on consumer satisfaction

The higher the perception of justice felt by the community of recipients of the JPS Gemilang NTB program, the higher the emotional factors felt and vice versa the lower the level of perception of justice felt by the community of recipients of the JPS Gemilang program, the lower the emotional factors felt. The result of the corresponding research conducted by [2,3] which states that distributive justice, procedural justice, and interactional justice have significant effect on emotional factor.

According to the theory put forward by Gardinal (2010) that satisfaction or dissatisfaction is determined by a product or service compared to the expected performance standard which means that if emotional factors are improved then customer satisfaction will also increase and vice versa. The results showed that emotional factors had significant effect on consumer satisfaction. These results are in line with research conducted by [2,11,12,16] which stated that emotional factors affect consumer satisfaction.

6. CONCLUSION

This research resulted in distributive fairness, procedural fairness, and interactional justice being able to improve the emotional factors of the community recipients of the NTB Scintillating JPS program. The higher the emotional factor in meeting consumer expectations can increase consumer satisfaction in receiving the JPS Gemilang NTB program package. In addition, distributive justice, procedural justice, and interactional justice can increase consumer satisfaction when the community feels helped by the JPS Gemilang NTB program. But in this study distributif fairness had no significant effect on consumer satisfaction through emotional factors.

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