

# The Effect Of Public Service And E-Service Quality On Public Satisfaction At The Kerinci District Samsat Office

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## Abstract

This research was conducted at the Kerinci Regency Samsat Office. This study aimed to determine the effect of public service and e-service quality on public satisfaction. A sample size of 32 was selected using quantitative methods. Public service and e-service quality served as the independent variables, while public satisfaction served as the dependent variable. Multiple linear regression analysis (MLS) was used, including t-tests and F-tests, as well as hypothesis testing. The results of the multiple linear regression analysis revealed that public service influenced public satisfaction by 0.470 (47.0%), and e-service quality influenced public satisfaction by 0.563 (56.3%). The results of both partial and simultaneous hypothesis testing indicate that the independent variables significantly influence the dependent variable, based on the t-test. The regression results show that the calculated T value for each variable is Public Service = 3.997 and E-service Quality = 4.436. When compared with the predetermined significance level of  $\alpha = 0.05$  ( $T_{table} = 1.697$ ), the calculated T value is greater than the T value. Thus,  $H_0$  is rejected, and  $H_a$  is accepted, meaning that Public Service and E-service Quality have a partially significant effect. Based on the F-test, the regression results show a significant value of 0.000 ( $<0.05$ ). Based on the F-test results, the independent variables jointly exert a significant influence on the dependent variable. Therefore, it can be interpreted that Public Service and E-service Quality jointly have a significant effect on Public Satisfaction at the Kerinci Regency SAMSAT Office.

**Keywords:** Public Service, E-service Quality, Public Satisfaction

## 1. Introduction

Tsaramirsis et al., (2022) Revolution 4.0 has 3 parts: physical, biological, and digital. In physical terms, there are 4 manifestations, namely automated vehicles, 3D printing, and robotics, as well as new materials. In addition, biologically, namely how the development and change of technology can create things that previously could only be seen in the world of film, for example genetic engineering and bioprinting. Next, the third is digitally, the presence of the Internet of Things (IoT) helps the industrial revolution 4.0. In principle, the industrial revolution 4.0 is a combination of machines, workflows, and systems, by implementing intelligent networks along the chain and production processes to control each other independently. Okano, MT (2017)

It can be said that various facilities are now integrated with technology and the internet. Furthermore, almost all public activities are now online. Therefore, the government, as a public service provider, is expected to adapt to changes in public behavior.

Keeping pace with current developments, to serve the public, the government is not only providing conventional systems but also technology-based or electronic services. Therefore, it is hoped that the services used by the government will combine employee work with technology-based or electronic systems, such as providing application systems that can provide information to the public easily, quickly, and accurately.

Voss, E., & Rego, R. (2019). stated that one of the applications of the industrial revolution 4.0 in labor is the creation of collaboration between robots or technology and humans. The following are several online-based public service applications in addressing existing problems that will certainly have an impact on public satisfaction. Kelly, G., Mulgan, G., & Muers, S. (2002). Public satisfaction is an essential public value because it reflects the success of the government in carrying out its mission. Public satisfaction reflects how the public assesses the effectiveness and efficiency as well as the accountability of the government. This assessment can influence whether they will continue to trust the government or stop doing so.

Speer, J. (2012), When citizens are satisfied, it indicates that government responsibilities have been carried out effectively, efficiently, and accountably. Citizen satisfaction also encourages participation in the democratic process. By feeling satisfied, citizens are more motivated to actively engage in democratic activities such as elections, public discussions, and participation in community forums. This creates a positive cycle in which higher participation strengthens democratic legitimacy and helps ensure that public policies are more responsive to community needs.

Therefore, ensuring public satisfaction is about building a positive relationship between the government and the community, which is the foundation of good governance (Jopang, et al., 2024). However, creating high public satisfaction is a big challenge for the government. The UPTD One-Stop Integrated Administration System, hereinafter referred to as (SAMSAT) of Kerinci Regency is one of the government agencies that has the authority in terms of a series of activities in organizing Motor Vehicle Registration and Identification, payment of Motor Vehicle Tax, Motor Vehicle Transfer Fee, and payment of Mandatory Contributions for Traffic Accident Funds and Road Transportation in an integrated and coordinated manner in the Joint SAMSAT Office which was formed to facilitate and accelerate public interest services held in one building.

The Joint Office of SAMSAT is a forum for the Indonesian National Police in charge of traffic, the Regional Financial Management Work Unit that carries out Provincial tax collection, and Business Entities in organizing SAMSAT. Viewed from the main tasks and functions of the One-Stop Integrated Administration System hereinafter referred to as UPTD SAMSAT Kerinci Regency, of course public satisfaction must be considered, this is considering the complexity of the work carried out so that the organizational goals expected from employee capabilities will be easily achieved, based on initial observations that researchers found in the field related to public satisfaction, UPTD SAMSAT Kerinci Regency appears to be still not optimal, one of which is as follows: 1. There are no special officers who are ready to provide information to service users. People often feel confused about where to deal with, because there are no service mechanisms and procedures displayed in the service room, this certainly has an impact on public satisfaction in services at the SAMSAT Kerinci Regency office. 2. The public feels dissatisfied and disappointed with the services felt related to existing service procedures. There are still employees in providing services that are still felt to be less simple and seem complicated by some people.

In addition, based on initial observations carried out by researchers at the UPTD SAMSAT Kerinci Regency related to Public Services, it appears that it is still less than optimal, this can be seen from several phenomena as follows: First, it is still not on time in terms of service, this can be seen in the payment of Motor Vehicle Tax, Motor Vehicle Transfer Fee which should be completed in 1 day, but usually takes 1 week or even up to 2 weeks to be completed. Second,

empathy or firm attitude and attention of employees in providing services based on observations carried out by researchers at the SAMSAT Office of Kerinci Regency, it appears that there is still selective treatment of employees in providing services, if those who come are family or close people of employees, they are prioritized without caring about the community who have previously registered for administration related to payment of Motor Vehicle Tax, Motor Vehicle Transfer Fee, this is certainly detrimental to other people who have been waiting for a long time to be served.

In addition, based on initial observations carried out by researchers at the UPTD SAMSAT Kerinci Regency related to E-Service Quality, this can be seen from several phenomena as follows: the E-Service Quality provided is still not optimal, this can be seen from one of the digital system samsat kiosk equipment which is a tool for finding out motor vehicle tax information often not turning on at the SAMSAT Kerinci Regency office, and the server is slow or down, causing the use of applications provided by the UPTD SAMSAT Kerinci Regency often cannot be accessed, thus hampering services for the community.

## **2. Literature Review**

### **2.1. Public service**

The definition of public service according to Law Number 25 of 2009 concerning public service is all service activities carried out by public service providers as an effort to fulfill the needs of service recipients, as well as in the context of implementing the determination of laws and regulations. Meanwhile, Pasolong, (2019) public service is every activity carried out by the government towards a number of people who have every profitable activity in a group or unit and offer satisfaction even though the results are not tied to a physical product.

Mursyidah et al. (2020) stated that "Public service is the provision of services or activities to meet the needs of the community in accordance with established regulations. Therefore, it can be concluded that public service is the state's effort to fulfill the basic needs and civil rights of every citizen for goods, services, and administrative services provided by public service providers.

### **2.2. Public Service Standards**

Every public service must have service standards, which must be published to ensure certainty for service recipients. Service standards are standardized measures in the provision of public services that must be adhered to by both service providers and/or recipients, according to Regulation of the Minister of Administrative and Bureaucratic Reform (KepmenpanRB) Number 14 of 2017.

#### **2.2.1. Characteristics of Public Services**

Prakash, A., & Mohanty, RP (2013), Service quality, then you must first understand the characteristics of the service.as follows: Services are intangible in nature, services are very different from finished goods. Services actually consist of real actions and are influences that are social in nature. and Production and consumption of services cannot be separated in real terms, because in general they occur simultaneously and occur in the same place.

Meanwhile, understanding the quality of public services provided by an organization is important because it can benefit the organization itself. Doing so at least demonstrates

concern for its customers. Ultimately, they can strive to maximize their efforts to meet the needs of their customers.

Iacobucci, D., Ostrom, A., & Grayson, K. (1995). The quality of service perceived by consumers, there are indicators of consumer satisfaction measurements that lie in five dimensions of service quality according to what consumers say. The five dimensions of service quality are: 1. Tangibles, namely the quality of service in the form of physical office facilities, computerized administration, waiting rooms, information places. 2. Reliability, namely the ability and reliability to provide trusted services. 3. Responsiveness, namely the ability to help and provide services quickly and accurately, and responsive to consumer desires. 4. Assurance, namely the ability and friendliness and courtesy of employees in convincing consumer trust. 5. Empathy, namely a firm but attentive attitude from employees towards consumers.

### 2.3. Understanding E-Service Quality

*E-service quality* is the development of non-electronic service quality into electronic services by utilizing digitalization. One of the service delivery using new media is electronic services. The focus of electronic service quality is more on the site used than conventional service quality (Chan, et., al 2019). According to Puriwat, et., al (2017), e-service quality is a theory derived from service quality or service quality that operates using an internet network connection. Service quality is the most important strength to support the sustainability of the company and become a competitive advantage. An important role in maintaining business habits to consumers in the e-commerce environment is electronic services. E-service quality as an electronic service must be able to meet consumer needs efficiently (Singh, 2019). Basically, this electronic service environment does not have interaction between customers and employees but leads to measuring e-service quality.

Wilis, RA, & Nurwulandari, A. (2020), e-service quality indicators include: 1. Efficiency. The ability of consumers to access the website, find the required products and information related to those products, and leave the site in question with minimal effort. 2. Fulfillment, including the accuracy of service promises, product stock availability, and product delivery according to the promised time, 3. System availability. The correctness of the technical functions of the site and 4. Privacy, Guarantee that shopping behavior data is not provided to other parties.

## 3. Methods

### 3.1. Research Approach

Uher, J. (2022). Quantitative data is data in the form of numbers obtained as a result of measurements or addition. This quantitative data can then be processed using statistical techniques. The quantitative research method is a type of research whose specifications are systematic, planned, and clearly structured from the beginning to the creation of the research design. Meanwhile, the location of the research was carried out at the SAMSAT office of Kerinci Regency. The location was selected deliberately (purposively) with the consideration of the agency's willingness to provide the necessary information in accordance with the research.

South, L., Saffo, D., Vitek, O., Dunne, C., & Borkin, MA (2022) Analysis techniques using the Likert Scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or group of people regarding social phenomena. In research, these social phenomena have been specifically defined by the researcher, which are hereinafter referred to as research variables.

Each answer from the respondents is classified as follows:

SS	=Strongly agree	scored	4
S	=Agree	scored	3
TS	=Don't agree	scored	2
STS	=Strongly Disagree	scored	1

Source: Sugiono (2019)

### 3.2. Population and Sample

Jenks, GF (1963). Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. Based on these qualities and characteristics, the population can be understood as a group of individuals or objects of observation that have at least one similar characteristic. The population in this study is the people of Kerinci Regency who use services at the Kerinci Regency SAMSAT office.

Obilor, EI (2023) states that a sample is a portion of the number and characteristics of a population. The sampling technique in this study used accidental sampling. This means that the sampling technique is based on the community encountered by chance at the Kerinci Regency SAMSAT office. The sample in this study was 32 people, where the questionnaire distribution began from May 7 to June 7, 2026.

## 4. Results and Discussion

### 4.1. Data Analysis Requirements Testing

Since the processing of research study data uses statistical testing with multiple linear regression techniques, it is necessary to carry out analysis requirements testing, so that the results can be used to draw conclusions. In this study, the requirements tests in question include normality and linearity tests.

#### 4.2.1 Normality Test

The normality test aims to test the assumption that the sample distribution of the sample estimation error comes from a normally distributed population. The normality testing technique used in this study is Kalmogorov Smirnov, with the criteria used being:

- 1) If the significance or probability value is  $< 0.05$  then the data is not normally distributed.
- 2) If the significance or probability value  $> 0.5$  then the data is normally distributed.

From the normality test carried out on respondents, it includes the variables Public Service (X1), e-service Quality (X2), and Public Satisfaction (Y), can be expressed as follows:

**Table 4.1 Summary of Normality Test Analysis**

**One-Sample Kolmogorov-Smirnov Test**

		Public service	E Service Quality	Public Satisfaction
N		32	32	32
Normal Parameters	Mean	35.03	34.78	34.69
	Standard Deviation	2,753	2,549	2,776
Most Extreme Differences	Absolute	.130	.133	.146
	Positive	.130	.133	.146
	Negative	-.089	-.097	-.104
Kolmogorov-Smirnov Z		.733	.750	.826
Asymp. Sig. (2-tailed)		.656	.627	.502

a. Test distribution is Normal.

Based on table 4.1, the results of the normality test calculations above. The probability value of the Public Service (X1), E-service Quality (X2), and Public Satisfaction (Y) variables is greater than 0.05, thus it can be concluded that all data from each variable is normally distributed and can be used in research study analysis.

**a. Linearity Relationship Testing**

To determine whether the relationship between each variable is linear, the researcher conducted a linearity test study of the independent variables of Public Service (X1) and E-service Quality (X2) on the dependent variable, namely the Public Satisfaction variable (Y). Linearity between Public Service (X1) and Public Satisfaction (Y)

Based on the results of the data analysis in table 4.2 below, it can be seen that the F count value = 0.484, and the sign value (*deviation from linearity*) = 0.855 >  $\alpha = 0.05$ , because the significance value is greater than Alpha (0.05), it can be stated that the Public Service variable (X1) on Public Satisfaction (Y) is linear.

**Table 4.2 Linearity of (X1) against (Y)**

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Public Satisfaction * Public Services	Between Groups	(Combined)	205,080	9	22,787	14,834	.000
		Linearity	199,138	1	199,138	129,634	.000
		Deviation from Linearity	5,942	8	.743	.484	.855
	Within Groups		33,795	22	1,536		
	Total		238,875	31			

**1) Linearity between e-service Quality (X2) and Organizational Customer Satisfaction (Y)**

Based on the results of the data analysis in Table 4.3 below, it can be seen that the F count value = 0,760 and sign value (*deviation from linearity*) = 0.626 > α = 0.05, because the significance value is greater than Alpha (0.05), it can be stated that the E-service Quality (X2) and Community Satisfaction (Y) variables are categorized as linear.

**Table 4.3. Linearity of (X2) against (Y)**

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Community Satisfaction * E Service Quality	Between Groups	(Combined)	209,051	8	26,131	20,152	.000
		Linearity	202,157	1	202,157	155,903	.000
		Deviation from Linearity	6,894	7	.985	.760	.626
	Within Groups		29,824	23	1,297		
	Total		238,875	31			

**4.2.3 Multiple Regression Analysis**

This study employed multiple regression as a data analysis technique. This analysis technique was used to determine the extent of the influence between public service and e-service quality on public satisfaction at the Kerinci Regency SAMSAT Office. The regression results are as follows:

**Table 4.4. Regression Analysis Results**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,345	2,240		-.601	.553
	Public service	.470	.117	.466	3,997	.000
	E Service Quality	.563	.127	.517	4,436	.000

a. Dependent Variable: Community Satisfaction

In this study, the regression results used standardized coefficients. The linear equation of the regression results obtained is as follows:

$$Y = -1.345 + 0.470 X_1 + 0.563 X_2 + e$$

*Information :*

1. The value of α (Constant) = -1.345. This means that if it is assumed that there is no Public Service and E-service Quality t (=0), then Public Satisfaction is = -1.345.
2. The value of b1 = 0.470. This means that if Public Services are increased by 100%, Public Satisfaction will increase by 0.470 or (47.0%).

- The b2 value = 0.563. This means that if E-service Quality is increased by 100%, then Customer Satisfaction will increase by 0.563 or (56.3%).

#### 4.2.4 Coefficient of Determination (r<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) essentially measures the extent to which a model can explain the variation in its dependent variable. The results of this study's determination calculations can be seen in the following table:

**Table 4.5. Coefficient of Determination**  
Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.949a	.901	.894	.904

a. Predictors: (Constant), E Service Quality, Public Services

The adjusted r square value is 0.901, which means that Public Service and E-service Quality are able to influence Public Satisfaction at the Kerinci Regency SAMSAT Office by 90.1%, while the remaining 9.9% is influenced by other variable factors.

#### 4.2.5 Hypothesis Testing

For hypothesis testing, which is then tested using the t-test and F-test, the hypothesis can be stated as follows:

Ho: There is no significant influence between the independent variables on the dependent variable.

Ha: There is a significant influence between the independent variables on the dependent variable.

#### 4.2.6 t-Test (Partial Test)

This t-test is used to prove the significant influence between Public Service and E-service Quality on Public Satisfaction partially. The t-table provisions (Sugioyono 2007:368):

$$\alpha = 0.05 \text{ (one side); } n - 2 = 32 - 2 = 30, \text{ then } t \text{ table} = 1.697$$

The conditions for accepting the hypothesis are:

Ha is rejected if sig. > 0.05 or t count < t table

Ha table is accepted if sig. ≤ 0.05 or t count > t table

**Table 4.6. t-Test Results**

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,345	2,240		-.601	.553
	Public service	.470	.117	.466	3,997	.000
	E Service Quality	.563	.127	.517	4,436	.000

a. Dependent Variable: Community Satisfaction

**1) The Influence of Public Services on Public Satisfaction**

Based on the results of data processing in table 4.6 above, the calculated t value > t table is  $3.997 > 1.697$  with a regression coefficient of 0.466, then  $H_0$  is rejected and  $H_a$  is accepted, this means that partially the Public Service variable has a significant influence on Public Satisfaction at the Kerinci Regency SAMSAT Office.

**2) The Influence of E-Service Quality on Customer Satisfaction**

Based on the results of data processing in table 4.6 above, the calculated t value > t table is  $4.436 > 1.697$  with a regression coefficient of 0.517, then  $H_0$  is rejected and  $H_a$  is accepted, this means that partially the E-service Quality variable has a significant influence on Public Satisfaction at the Kerinci Regency SAMSAT Office.

**4.2.7. F-Test (Simultaneous Test)**

This F-test is used to prove whether all independent variables, namely Public Service and E-service Quality, have a joint influence on the dependent variable, namely Public Satisfaction.

Based on the results of processing with the SPSS program version 17.0, the results of the F-test were obtained, the results of which can be seen as follows:

**Table 4.7. F-Test (Simultaneous)**

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	215,202	2	107,601	131,811	.000a
	Residual	23,673	29	.816		
	Total	238,875	31			

a. Predictors: (Constant), E Service Quality, Public Services

b. Dependent Variable: Community Satisfaction

From table 4.7 it can be seen that the significant value obtained is 0.000 (<0.05), based on the results of the F test, the independent variables together have a significant influence on the dependent variable, so it can be interpreted that the Public Service and E-service Quality variables have a significant influence on Public Satisfaction at the Kerinci Regency SAMSAT Office together or simultaneously.

**5. Conclusion**

- a) There is a partial influence of Public Services on Public Satisfaction at the Kerinci Regency SAMSAT Office. The magnitude of the influence of Public Services on Public Satisfaction at the research location is 47.0% with a calculated t value > t table, namely  $3.997 > 1.697$ , meaning that partially the Public Services variable has a significant and positive influence on Public Satisfaction at the Kerinci Regency SAMSAT Office.
- b) There is a partial influence of E-service Quality on Public Satisfaction at the Kerinci Regency SAMSAT Office. The magnitude of the influence of E-service Quality on Public Satisfaction at the research location is 56.3% with a calculated t value > t table, namely

4.436 > 1.697, meaning that partially the E-service Quality variable has a significant and positive influence on Public Satisfaction at the Kerinci Regency SAMSAT Office.

- c) There is an influence of Public Service and E-service Quality together or simultaneously on Public Satisfaction at the Kerinci Regency SAMSAT Office. With a significance value of  $0.000 < 0.05$  and the magnitude of the influence of both independent variables together on Public Satisfaction at the research location with an R Square value of 0.901 or 90.1%.

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