

ABSTRACT

Public service is a vital component of the government's efforts to improve public satisfaction and increase public trust. However, inefficient queuing systems and lack of administrative information continue to raise complaints, reducing satisfaction and public trust. This study aims to support the government in overcoming these complaints by analyzing the effect of service quality on public trust through public satisfaction as a mediating variable. The study focuses on individuals who use services at Dispendukcapil in Banyumanik District. Data were collected through distributing questionnaires to 315 respondents using an accidental sampling method. SmartPLS 4 software is utilized to analyze the data using Structural Equation Modeling based on Partial Least Squares (SEM-PLS). This method was chosen for its suitability in theory development and its ability to handle data without assuming a normal distribution. The results showed that: (1) Two models were obtained, namely the measurement model and the structural model; (2) Two service quality factors, reliability and physical evidence, as well as community satisfaction variables have a positive relationship and have a significant effect on the level of public trust at Dispendukcapil Banyumanik; (3) Two service quality factors, assurance and empathy, have a positive relationship and have a significant effect on the level of public trust through public satisfaction at Banyumanik Dispendukcapil.

Keywords: Public Satisfaction, Public Trust, Service Quality, Dispendukcapil, SEM-PLS