

THE INFLUENCE OF PUBLIC SERVICE QUALITY ON PUBLIC SATISFACTION AT THE PEDAMAI VILLAGE OFFICE, STABAT DISTRICT, LANGKAT REGENCY

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Abstract

The quality of public services is a key indicator in assessing the effectiveness of government. Good service can increase public trust in the government and have a positive impact on social stability. Quality public services not only meet the needs of the community but also reflect the government's commitment to creating prosperity. One important element in public administration is the quality of service, namely quality services that include timely, fair, transparent, easily accessible, provided politely and friendly with predetermined standards. At the Perdamaian Village Office, Stabat District, Langkat Regency, there are still several public complaints regarding the speed of service, service procedures, which indicate the need to improve service quality. This condition has the potential to affect public satisfaction. This study aims to analyze the effect of public service quality on public satisfaction at the Perdamaian Village Office, Stabat District, Langkat Regency. The research method used is a quantitative approach with data collection techniques through questionnaires to 100 respondents determined using the Slovin formula. Data analysis using simple linear regression showed a significance value of 0.000 (<0.05) with a coefficient of determination (R^2) of 0.607. The results of the study show that the quality of public services has a significant influence on public satisfaction by 60.7%, while 39.3% is influenced by other factors outside this study such as employee performance, infrastructure, service policies, and management systems.

Keywords: *Quality, Public Service, Public Satisfaction*

INTRODUCTION

The quality of public services is a key indicator of government effectiveness. Good service can increase public trust in government and positively impact social stability. High-quality services will create a more satisfied and engaged citizenry. Quality public services not only meet public needs but also reflect the government's commitment to creating prosperity. The public has the right to receive prompt, accurate, and fair services. This is crucial to ensuring that citizens' rights are met and that they feel valued as citizens. Various factors influence the quality of public services, such as the competence and attitude of officers, infrastructure, and procedures. This study aims to identify these factors and how each contributes to public satisfaction. Quality public services can increase public participation in government programs. Satisfied citizens tend to be more active in various government-initiated activities, which in turn supports the creation of a harmonious social environment.

According to Tjiptono in Sonani & Yulia (2021), quality is the conformity of requirements to everything correctly from start to finish, which includes correct and continuous processes carried out to satisfy users. (Sonani & Yulia, 2021) Public services are provided by the government to the community. The government has an important role in providing public services as stated in the Law (UU). Law Number 25 of 2009 concerning public services, Article 1 states that "Public services are activities or a series of activities in order to fulfill service needs in accordance with statutory regulations for every citizen and resident for goods, services and/or administrative services provided by public service providers." Public service in the government sector embodies the function of state apparatus in the form of community service and devotion to the state. Service is a crucial factor in government that determines service quality. Quality significantly impacts public satisfaction. Quality public service can increase public participation in government programs. A satisfied public tends to be more active in various government-initiated activities, which in

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turn supports the creation of a harmonious social environment. One of the crucial tasks that cannot be ignored by both central and regional governments is public service. If public service stagnates, it will undoubtedly impact almost all sectors, such as traffic jams and chaos. Therefore, in managing the government sector, proper planning is necessary, and even the formulation of standards for government services to the public in accordance with the authority granted by both the central and regional governments. Public service, in the context of a modern state, is an increasingly important demand on an institution and/or a profession. It is no longer a side activity, without legal protection, adequate salaries, and social security, as is the case in Indonesia today. Despite its importance, improving the quality of public services often faces challenges, such as budget constraints and inadequate human resources. This can make it difficult for the government to provide optimal services to the public.

Public satisfaction with public services is a crucial indicator for measuring government performance. Dissatisfaction can lead to criticism and protests, which can damage the government's image. Therefore, measuring public satisfaction is crucial as part of evaluating public service performance. According to Selnes in Sonani & Yulia (2021), public satisfaction encompasses overall satisfaction, the suitability of services to public expectations, and the level of public satisfaction during their relationship with the agency providing the service (*experience*). (Sonani & Yulia, 2021) The Perdamaian Village Office is one of the villages in Stabat District, Langkat Regency. The village office plays a frontline role in public services. As an institution that interacts directly with the community, the quality of service at the village office significantly impacts public satisfaction. The services provided at the village office cover various administrative aspects that are essential to the community's daily lives. The following are some of the services available at the Perdamaian Village Office and the number of residents served by its staff:

Table 1
Types of Services and Number of Communities Served

No.	Information	Number of Communities Served Per year				
		2020	2021	2022	2023	2024
1.	Population Administration Services	450	495	540	565	590
2.	Correspondence Services	390	400	445	485	515
3.	Social Services and Welfare	350	425	450	460	475
4.	Licensing and Non-Licensing Services	260	300	335	345	360
5.	Information and Complaints Services	250	270	300	335	355
6.	Health and Education Services	435	400	395	390	395
	Total	2,135	2,290	2,465	2,580	2,690

Source: *Perdamaian Sub-district Office, (2024)*

Based on Table 1, there are six types of services listed, namely: Population Administration Services, Correspondence Services, Social and Welfare Services, Licensing and Non-Licensing Services, Information and Complaint Services, Health and Education Services. The data shows that population administration services consistently receive the highest number of requests each year. Social and welfare services have experienced a significant increase, particularly from 350 in 2020 to 475 in 2024. Other services, such as licensing and non-licensing services, as well as information and complaints, also show a growth trend, albeit at a smaller scale. Overall, the number of people served continues to increase annually, from a total of 2,135 people in 2020 to 2,690 people in 2024. This reflects the increasing public demand for public services and possibly also increases in efficiency and reach at the sub-district office. In this context, the Perdamaian Village Office plays a crucial role in providing various administrative services to the community, such as issuing birth certificates, ID cards, and other important documents, implementing village-level development programs, and enhancing community empowerment. However, the infrastructure and human resources in this village often hinder optimal service delivery. It employs six employees: the Village Head, Village Secretary, Head of Public Order, and civil servant (ASN) and non-ASN staff. This staffing structure demonstrates a clear division of tasks to support the smooth running of administrative processes and public

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services. However, some residents are dissatisfied with the services provided, particularly in the process of obtaining domicile certificates. Frequent complaints include the difficulty of obtaining a signature from the Village Head and the lengthy service process, which often takes a while without clear information, resulting in long waits for service. Source: <https://mudanews.com/regional> (accessed November 11, 2024). Based on the results of the pre-questionnaire study above, it was found that the majority of respondents came to the Perdamaian Village Office when necessary, and only a few came monthly or never at all. Most residents had previously visited the Village Head Office to process required documents. It appears that the quality of public services has generally been quite good, although there are still several aspects that need improvement. Some residents stated that the services provided were in accordance with the specified time, but the majority of residents stated that the services provided were not in accordance with the specified time, officers displayed a friendly and polite attitude, and services were provided without discrimination. In addition, the location of the Perdamaian Village Office was considered strategic and service procedures were quite easy to understand by various community groups. However, there were still complaints from several respondents regarding the lack of clear information regarding fees and service procedures. The results of this pre-questionnaire study indicate that the village office needs to make improvements, particularly in terms of information transparency and increasing the speed of service, to further increase public satisfaction with the public services provided. These obstacles can influence public perceptions of the quality of services provided and ultimately impact their level of satisfaction. This research is motivated by *a research gap* in previous studies. Based on research conducted by Sonani & Yulia (2021), they examined the influence of service quality on public satisfaction in the population administration service sector. Falah et al. (2020) also conducted research that was relatively similar to Sonani & Yulia's research, only Falah et al. (2020) specifically conducted research on the influence of public service quality on community satisfaction in Pamarangan Kiwa Village, Tanjung District, Tabalong Regency. They concluded that Public Service Quality has a significant influence on Public Satisfaction.

LITERATURE REVIEW

The Influence of Service Quality on Public Satisfaction

Good service quality in a government agency will create public satisfaction. The level of service quality will significantly determine public satisfaction with the service provider. When people are truly satisfied, they will return and recommend the services provided by their previous government agency to others. According to Tjiptono in Nuraeni (2021), service quality is defined as a measure of how well the level of service provided meets customer expectations. Service quality must meet expectations if public satisfaction is to be achieved. If service quality fails to exceed public expectations, it will certainly not create public satisfaction. Public satisfaction is one of the most important factors for the government to determine whether the services provided by the government have satisfied the public. If government agencies provide good service, they will reap significant benefits, namely public satisfaction (Nuraeni, 2021) . According to Kristianto (2019:7), consumer satisfaction encompasses the difference between expectations and perceived performance or results. The intersection of these two interests determines the level of consumer satisfaction with a product. (Dede Solihin et al., 2024) Research conducted by Aditya Cholif Firmansyah, Brillian Rosy (2021), and Syahrul Falah (2020) found that service quality has a positive influence on customer satisfaction. The conceptual framework for this research can be further illustrated as follows:

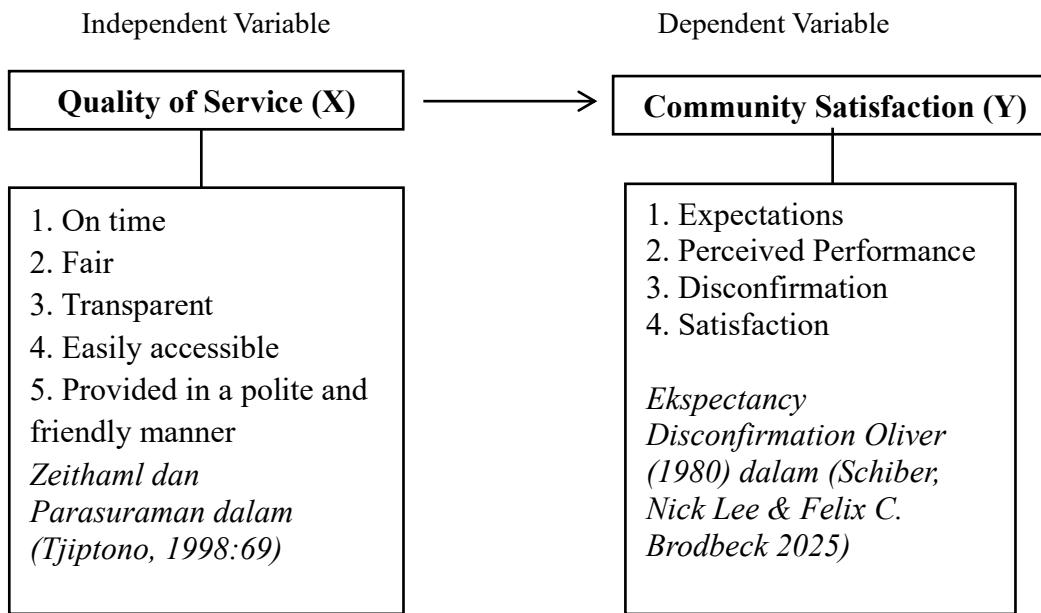


Figure 1 Framework of Thought

Figure 1 above is a framework for thinking in this research which is expected to provide a brief overview of the research process which shows the influence of service quality (X) on public satisfaction (Y).

Hypothesis

Based on the problems above, the research hypothesis can be formulated as follows:

Ho: The quality of public services does not affect public satisfaction at the Perdamaian Sub-district Office, Stabat District, Langkat Regency.

Hi: The quality of public services influences public satisfaction at the Perdamaian Sub-district Office, Stabat District, Langkat Regency.

METHOD

According to Sugiyono (2021:389), the research location is the location where the research will be conducted to obtain the necessary data and information related to the problems in the research location. The research location can be determined based on existing social phenomena, and determining the right research location will make it easier for researchers to study based on existing conditions or realities. The author's research is at the Perdamaian Village Office located at Jl. Jend. Sudirman No. 34, Perdamaian, Stabat District, Langkat Regency. The reason for choosing this location is because the Perdamaian Village Office is one of the administrative service centers in Stabat District which has an important role in providing administrative services to the community with a large population in Perdamaian Village. The Perdamaian Village Office faces several problems such as delays in completing documents, and a lack of officer responsiveness to public complaints. These problems have an impact on the low level of public satisfaction with the services provided. Therefore, the researcher is interested in knowing how the quality of public services, especially in terms of speed of service, timeliness of document completion, and officer attitudes, influences public satisfaction at the Perdamaian Sub-district Office, Stabat District, Langkat Regency.

The type of research used in this study is quantitative. According to Sugiyono (2022:7), the quantitative method is a research method based on the philosophy of positivism. In addition, this method is also known as the *scientific* method because it meets scientific principles such as empirical, measurable, objective, systematic, and rational. This method is also called quantitative/statistical data analysis, with the aim of describing and testing predetermined hypotheses. According to Sugiyono, (2021:126) Population is a generalization area consisting of: objects/subjects that have certain quantities and characteristics determined by the research to be studied and then conclusions drawn. The population in this study is the community of Perdamaian Village. The population of Perdamaian Village is 13,156 people. (Source: Perdamaian Village Office 2024). A sample is part of the number and characteristics possessed by the population. If the population is large and the researcher cannot study everything in the population, for example due to limited funds, manpower, and time, then the researcher can use a sample taken from that population. Therefore, the sample taken from the population must be truly representative (Sugiyono, 2021:127). The population in this study

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was 13,156 people. To determine the sample size, the researcher used the Slovin formula. The sample size to be used by this researcher can be calculated using the Slovin formula as follows (Sugiyono, 2015):

$$n = \frac{N}{1 + Ne^2}$$

Information :

n = Number of samples sought

N = Population size

e = Tolerable margin of error 10%

Based on the formula obtained, the number of samples (n) is the number of samples sought in the research as follows:

$$n = \frac{N}{1 + Ne^2}$$
$$n = \frac{13.156}{1 + 13.156 \cdot (0,1)^2}$$
$$n = \frac{13.156}{1 + 13.156 \cdot 0,01}$$
$$n = \frac{13.156}{1 + 131,56}$$
$$n = \frac{13.156}{132,56}$$
$$n = 99 = 100 \text{ respondents}$$

To determine the sample size for research, sampling techniques can be broadly divided into two categories: *probability sampling* and *non-probability sampling*. In this study, the author used the probability sampling method, while the sampling method used was random sampling. According to Sugiyono (2021:129), probability sampling is a sampling technique that provides an equal opportunity for each element (member) of the population to be selected as a sample member.

RESULTS AND DISCUSSION

Classical Assumption Test

Normality Test

The normality test is used to test whether the data is normal or not. Before hypothesis testing is carried out, the data must first be tested for normality. In this study, the Kolmogorov-Smirnov test was used to test the normality of the data, with a significance level of 10% or 0.1. If the *asymp.sig* (-2-tailed) is greater than 0.05, the variable can be said to be normal, while if it is less than 0.05, the variable is not normal.

Table 2
Kolmogorov-Smirnov Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	2.84246863
	Absolute	.061
Most Extreme Differences	Positive	.061
	Negative	-.048
	Test Statistics	.061
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Research Results, Data processed 2025

From table 2 above, it can be seen that the results and *Asymp.Sig.(2-tailed)* are 0.200, which means that the value is greater than 0.05, so it can be stated that the variable is normally distributed.

Simple Linear Regression Test

The data analysis method in this study uses simple linear regression. The goal is to examine the relationship and influence of the independent variables on the dependent variables selected by the researcher, to determine whether they are positive or negative, and to predict the value of the dependent variable if the independent variable increases or decreases.

Table 3
Simple Linear Regression Test Results

Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	20,080	2,412		8,325	.000
Service Quality(X)	.481	.039	.779	12,301	.000

a. Dependent Variable: Community_Satisfaction(Y)

Source: Research Results, Data processed 2025

Based on Table 3 above, it can be seen that the coefficients of the variables and constants observed in this study are coefficient (X) 0.481 and constant 20.080. The equation can be written as follows:

$$Y = a + bx$$
$$Y = 20.080 + 0.481x$$

By looking at the formula above, it can be seen that the value (a) is a constant value of 20.080. It shows that the independent variable which is the variable X is Service Quality while the value of Service Quality is 0.481. This means that it is good and suitable for research, indicating that every one unit increase in Service Quality will increase Public Satisfaction by 0.481 units. If the standard error value is higher, there is an error during the research and it is not suitable for further research.

The table above also shows that the Service Quality is 0.481 and the standard error is 0.039. Service Quality has a positive and significant impact on Public Satisfaction: the higher the Service Quality, the higher the level of Public Satisfaction.

Determinant Coefficient Test (R ²)

R² test is used to measure the model's ability to explain variation in the dependent variable. The results of the coefficient of determination calculation in this study can be seen in the following table:

Table 4
Results of the Coefficient of Determination Test (R²)
Model Summary ^b

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.779 ^a	.607	.603	2,857

Source: Research Results, Data processed 2025

Based on the test results from Table 4 above, it is known that the R Square (R²) value is 0.607, which means that Service Quality has an influence of 60.7% on public satisfaction. In other words, the independent variable (Service Quality) is able to explain the variation in changes in the dependent variable (Public Satisfaction) by 60.7%, while the remaining 39.3% is influenced by other variables outside this research model. This shows that although Public Service Quality has a significant influence on Public Satisfaction, there are still other factors that need to be explored further in subsequent research. From Table 4.15 above, it can also be seen that the value of the correlation coefficient (R) is 0.779. This value indicates that the relationship between the independent variable, namely Service Quality, and the dependent variable, namely Public Satisfaction, is at a strong relationship level. In statistical interpretation, the R value is in the range of 0 to 1, where the closer to 1 indicates a stronger relationship. Thus, it can

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be concluded that Service Quality has a strong and positive relationship with Public Satisfaction, which means that a significant increase in service quality will be followed by an increase in the quality of service provided.

Persian test (t-test)

Partial hypothesis testing (t-test) is used to test whether the independent variables individually affect the dependent variable. The basis for decision making in the t-test is based on the calculated t value and the t-table, where if the calculated t value is greater than the t-table then the independent variable partially affects the dependent variable, and vice versa if the calculated t value is smaller than the t-table then the independent variable partially does not affect the dependent variable.

Table 5
Results of the Persian Hypothesis Test (t-test)

Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficient Beta	t	Sig.
	B	Std. Error			
1 (Constant)	20,080	2,412		8,325	.000
Service Quality(X)	.481	.039	.779	12,301	.000

Source: Research Results, Data processed 2025

Based on table 5 above, it can be seen that the partial test results of the Service Quality variable have a t-value of 12.301 with a significance of 0.000. Based on these results, the hypothesis that Service Quality has a positive and significant effect on Community Satisfaction. The number of data is 100 with a significance level of 10%, so the significance value is 0.1. Based on these data, the t-table ($df + nk$) ($dk + 100-2 = 98$) will be calculated and the t-table value in the distribution table is 1.661. The t-test results obtained a t-value of $12.301 > t\text{-table}$, namely 12.301 with a significance level of $0.000 < 0.1$, therefore it can be concluded that Service Quality (X) has an effect on Community Satisfaction (Y) at the Perdamaian Village Office, Stabat District, Langkat Regency, the significance value is smaller than the 10% level, which means H_0 is rejected and H_a is accepted. Thus, the hypothesis is accepted.

Discussion

In the context of public administration, public services are the core of government administration, aiming to effectively meet the needs of the community. As stipulated in Law Number 25 of 2009 concerning Public Services, the government is required to provide services that are fast, accessible, and accountable. In this regard, the Village Office, as part of the public administration, is responsible for providing good service to the community. The quality of public services that are considered good certainly affects the level of public satisfaction. To fulfill the quality of public services towards public satisfaction, according to Zeithaml and Parasuraman in Tjiptono (1998:69) there are 5 indicators in service quality, namely, Timely, Fair, Transparent, Easily Accessible, and Polite and Friendly. Furthermore, public satisfaction according to Expectancy Disconfirmation Oliver (1980) in Nick Lee & Felix C. Brodbeck (2025) has 4 indicators, namely Expectations, Perceived Performance, Disconfirmation, and Satisfaction. Good service quality must meet these dimensions in order to increase public satisfaction. The results of the study that showed the positive influence of public service quality on public satisfaction identified that these service quality dimensions have been met in public satisfaction at the Perdamaian Village Office.

This study discusses the influence of public service quality on public satisfaction, where the results show a significant influence. Based on the research questionnaire, it shows that all statements distributed are valid, seen from the Service Quality variable with indicators consisting of Timely, Fair, Transparency, Easy to access, Provided politely and friendly obtaining a significant value of 0.000 or less at the significant level used, namely 0.1 ($0.000 > 0.1$). Based on the results of the hypothesis testing that has been carried out, H_0 is rejected and H_a is accepted. This means that Service Quality has a significant influence on Public Satisfaction, especially in the Perdamaian Village Office, Stabat District, Langkat Regency. This strengthens that indicators such as Timely, Fair, Transparency, Easy to Access, Provided politely and friendly are important aspects that need to be improved in order to encourage the achievement of quality public services. Judging from the coefficient of determination (R^2) value of 0.607, it means that Service Quality only has an influence of 60.7% on Public Satisfaction at the Perdamaian Sub-district Office, Stabat District, Langkat Regency, while the remaining 39.3% is influenced by factors not explained in the study which also influence

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service quality, such as infrastructure, leadership, facilities, and employee performance levels. Furthermore, based on the results of the Simple Linear Regression Test, it can be seen that Service Quality has a positive effect on Public Satisfaction at the Perdamaian Village Office, Stabat District, Langkat Regency. In the SPSS statistical test results (t-test), the calculated t-value is 8.325 while the t-table value is 1.661. Therefore, the calculated t-value (8.325)>(1.661), then H_0 is rejected and H_a is accepted, meaning there is a significant influence of Public Service Quality on Public Satisfaction at the Perdamaian Village Office, Stabat District, Langkat Regency. With a significant value of 0.000 which is much smaller than the significant limit of 0.1 (0.000 < 0.1), it further strengthens the conclusion that the influence does not occur by chance, but is real. This shows that increasing the Quality of Public Services seen from indicators such as Timely, Fair, Transparent, Easily Accessible, Provided politely and friendly can directly increase public satisfaction. The results of this study show a significant influence of the quality of public services on public satisfaction, this is in accordance with previous research conducted by Aditya Cholif Firmansyah, and brilliant Rosy (2021), which shows that the quality of public services on public satisfaction in the study of making E-KTP in Sekara District, Lamongan Regency is positively and significantly influenced by the quality of public services.

These findings also strengthen the relationship between public administration and public services, where the quality of services provided by government agencies significantly determines the level of public satisfaction. Observations at the Perdamaian sub-district office revealed that the quality of public services provided varied considerably in their implementation. Sub-district officials generally displayed a friendly and responsive attitude toward the public. Supporting facilities, such as waiting rooms and information boards, were not yet fully optimized. Several residents expressed that information on service procedures was unclear and needed to be improved. In terms of comfort and cleanliness of the office environment, observations indicated that the physical condition of the office was well-maintained and clean, creating a conducive atmosphere for service delivery. Overall, observations indicated that the quality of public services at this sub-district office was quite good and contributed positively to public satisfaction, although several aspects still needed improvement to achieve more optimal and inclusive services.

Based on this, it is expected that the Head of the Perdamaian Village Office, Stabat District, Langkat Regency, needs to pay attention to the Quality of Public Services in order to increase Public Satisfaction. Through this study, it can be seen that the Quality of Public Services is one of the factors of Public Satisfaction, especially at the Perdamaian Village Office, Stabat District, Langkat Regency. Therefore, improving the service system such as creating SOPs, increasing HR Capacity, periodic Evaluations, and strengthening the monitoring and accountability system are very important. By increasing the Quality of Public Services, Public Satisfaction provided to the community will be better, more effective, and in accordance with the expectations and needs of the community. Public services are a manifestation of the government's function in fulfilling the basic rights of the community. In the context of the Perdamaian Village Office, the quality of service is the main determinant of the satisfaction of residents who come to take care of various administrative needs.

Therefore, it is crucial to provide guidance to service providers so they can demonstrate optimal service quality. The Village Office plays a crucial role in promoting maximum service quality as an effort to improve service delivery. This effort must be implemented evenly to ensure that all residents receive services fairly. If service quality is deemed good, public satisfaction will also increase. The results of this study align with those of Aditya Cholif Firmansyah and Brilliant Rosy (2021), who found that the quality of public services significantly influences public satisfaction. Furthermore, research conducted by Mila Alfionita and Iba Gunawan (2020) found that the quality of public services simultaneously influences public satisfaction. Research conducted by Syahrul Falah, Wahyu Subadi, and Yuzan Noor (2020) found that the quality of public services significantly influences public satisfaction.

CONCLUSION

Based on the results of research regarding the influence of service quality on public satisfaction at the Perdamaian Subdistrict Office, Stabat District, Langkat Regency, the following conclusions can be drawn:

1. Service Quality (Variable X)

The analysis results show that the quality of service at the Perdamaian Village Office has a positive and significant influence on public satisfaction. A significance value of 0.000 (<0.05) and a coefficient of determination (R^2) of 0.607 indicate that the quality of public service contributes 60.7% to public satisfaction. This indicates that the better the quality of service, which includes being timely, fair, transparent, easily accessible, and provided politely and friendly, the better the public satisfaction felt by the community.

2. Community Satisfaction (Variable Y)

Public satisfaction at the Perdamaian Sub-district Office is influenced by service quality, but there are also 39.3% other factors outside this study that also influence it, such as officer performance, infrastructure,

service policies, and management systems. These results confirm that increasing public satisfaction requires improvements not only in the quality of public services, but also in other supporting factors.

Overall, this study proves that the quality of public services is an important factor in increasing public satisfaction, so that effective public administration management must place service improvement as a top priority.

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