

**The 2<sup>nd</sup> International Conference on Business and Banking Innovations (ICOBBI)**  
**“Nurturing Business and Banking Sustainability”**  
**Surabaya, 14<sup>th</sup> - 15<sup>th</sup> August 2020**

**Proceeding Book of**  
**The 2<sup>nd</sup> International Conference on Business and Banking Innovations**  
**(ICOBBI) 2020**  
**“Nurturing Business and Banking Sustainability”**  
**Surabaya, 14 - 15<sup>th</sup> August 2020**

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### Proceeding Book of The 2<sup>nd</sup> International Conference on Business and Banking Innovations (ICOBBI) 2020 "Nurturing Business and Banking Sustainability"

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### FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 2<sup>nd</sup> International Conference on Business and Banking Innovations (ICOBBI) with the topic “*Nurturing Business and Banking Sustainability*”. This proceeding contains several researches articles from many fields in Marketing, Management Technology, Finance, Banking, Human Resources Management, Information System Management, and Islamic Economics.

The 2<sup>nd</sup> International Conference on Business and Banking Innovations was held on 14<sup>th</sup> – 15<sup>th</sup> August 2020 by virtual (online) meeting and organized by the Master Management Study Program of STIE PERBANAS Surabaya in Collaboration with six Higher Education Institutions in Indonesia and five Universities from Asia countries. Keynote speakers in this conference were: Prof. Angelica M..Baylon, Ph.D (Director of the Maritime Academy of Asia and the Pacific, Philippines), Chonlatis Darawong, Ph.D. (Head of the Master of Business Program Sripatum Chonburi University - SPU Graduate School Bangkok, Thailand), Prof. Madya Dr. Reevany Bustami (Director of Centre for Policy Research and International Studies Universiti Sains Malaysia), Associate Prof. Dr. Ellisha Nasruddin (Graduate School of Business Universiti Sains Malaysia), Associate Prof. Pallavi Pathak Ph.D. (School of Management Sciences, Varanasi, India) and Prof. Dr. Tatik Suryani (Head of the Master of Management Study Program of STIE Perbanas Surabaya, Indonesia).

I would like to give high appreciation to the Rector of STIE Perbanas Surabaya for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the six universities, namely Universitas 17 Agustus Surabaya, Universitas Surabaya, Universitas Dr. Soetemo Universitas Dian Nuswantoro Semarang, STIE 66 Kendari, Institut Institut Bisnis dan Keuangan Nitro Makassar which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <https://pascasarjana.perbanas.ac.id>.

Chair of the Master Management Study Program  
STIE Perbanas Surabaya

**Prof. Dr. Tatik Suryani, M.M.**

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# The Effect Of Service Quality On Civil Population Document Towards Society's Satisfaction And Trust For Population And Civil Registry Office Of Kendari City

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## ABSTRACT

This study aims to analyze and find out: (1) the effect of service quality on public satisfaction; (2) the effect of service quality on public trust; (3) the effect of public satisfaction on public trust; and (4) the effect of service quality on public trust mediated by public satisfaction at Departement of Population and Civil Registration of Kendari City. Data were collected by using a questionnaire administered to 30 public as the respondents of the study. The method of data analysis used Path Analysis was performed by using the Smart PLS version 3.1 program. Results of the study show that: (1) Service quality has a positive and significant effect on public satisfaction; (2), service quality has a positive but not significant effect on public trust; (3) public satisfaction has a positive and significant effect on public trust; and (4) public satisfaction plays a role in mediating the effect of service quality on public trust at Departement of Population and Civil Registration of Kendari City.

## 1. INTRODUCTION

Public services provided by the government are very diverse, ranging from educational services, health services, cleaning services, transportation services, social welfare services, population document services and other public services to the community. The role of government in providing public services is currently very important. This is due to the increasing need for services both in quality and quantity. Therefore, readiness is needed for public administration to achieve good service.

The readiness of good government administration can only be realized if government institutions providing public services have reliable and good integrity human resources in carrying out their services to the public. If the State Civil Apparatus, both individually and as an organization, has good moral integrity, then in providing services it will be honest, fair, on time so that the public feels satisfied and trust the public services provided.

One of the variables affecting customer satisfaction is service quality. According to Kotler (2005: 177), consumer satisfaction is the feeling of someone's pleasure or disappointment that appear after comparing the product thought to the expected performance. Sinambela (2011: 6) argues that theoretically, the purpose of public service is basically to satisfy the community.

In addition to affecting public satisfaction, service quality variables also affect public trust. This is in line with the opinion of Zulganef (2002) that trust can be created if consumers recognize the performance of the company (public service providers) as a whole meets expectations in which the quality of the services provided is consistently maintained. A service is a form of strategy. The service done professionally can provide great benefits to the organization and will gain the trust of the community.

According to Tjiptono (2006: 268), service quality is an effort to meet the consumers' needs and desires, and the accuracy of delivery to balance customer expectations. Talking about service quality issues is closely related to customer satisfaction. Quality must start with what consumers need. Image quality is not based on the point of view of the service provider but from the consumer's point of view. Service quality variables also affect public trust.

In addition to service quality, another variable that can also affect public confidence as consumers is consumers' satisfaction. According to Kotler (2005: 177), consumer satisfaction is the feeling of someone's

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pleasure or disappointment that appear after comparing the product thought to the expected performance. Meanwhile, Umar (2002: 65) argues that customer satisfaction is the level of consumer feelings after comparing what he received with his expectations. The intended consumers are the public using services at government institutions. The satisfaction variable affects public trust.

The Department of Population and Civil Registration of Kendari City as one of the Regional Apparatus Organizations (RAO) in Kendari City has tasks and functions of public services related to population documentation such as managing electronic identity cards or E-KTP, birth certificates and death certificates, family cards, domicile certificate, legalized Family Card and Identity Card and other residence documents.

The problem that many writers encounter among the communities in Kendari City who manage population documents at the Department of Population and Civil Registration Service of Kendari City is the problem of service quality. Some people who are satisfied with the population document services received, but a few people are not satisfied with public services at the Department of Population and Civil Registration Service of Kendari City. If there is no improvement in terms of service, it is possible that the feeling of dissatisfaction will form public distrust of public service institutions.

Based on the research results and empirical phenomena mentioned above, the researcher is interested in taking the discussion topic into the object of research. The purposes of this study are to determine and analyze (1) the effect of service quality on community satisfaction; (2) the effect of service quality on public trust, (3) the effect of community satisfaction on public trust; and (4) the influence of service quality on public trust mediated by community satisfaction in the Department of Population and Civil Registration Service of Kendari City.

## 2. THEORETICAL FRAMEWORK AND HYPOTHESES

### Service Quality

According to Kotler (2005: 192), quality is the overall characteristics, and characteristics of a product or service that affect its ability to satisfy stated or implied needs. "Quality is a dynamic condition related to products, services, people, processes, and the environment that meets or exceeds expectations. According to Tjiptono (2006: 91), service quality is an effort to meet the customers' needs and desires and the accuracy of their delivery to balance customer expectations.

Meanwhile, service according to Moenir (2001: 102) is activities carried out by a person or group of people based on material factors or through a system of procedures and with certain methods to fulfill others' interests according to their rights. Furthermore, Thoha (2007: 56) defines "Community service is an effort made by a person and/or group of people or certain institution to provide assistance and convenience to the community in achieving goals".

The definition of service quality, according to Waluyo (2007: 211), is "Service quality is an adjustment to the details in which it is seen as the degree of excellence to be achieved, continuous control carried out in achieving that excellence to meet the needs of service users". According to Lupiyoadi (2013: 97), Service Quality is the difference between the expectations and the reality of the customers for the services they receive. Service Quality can be identified by comparing customers' perceptions of the service they actually receive with the actual service they expect.

Teicher et al (2002), service quality practices in public sector organizations is slow and is further exacerbated by difficulties in measuring outcomes, greater scrutiny from the public and press, a lack of freedom to account in an arbitrary fashion and requirement for decisions to be based on law. From the viewpoint of Gowanet al and Teicher et al, public sector organizations are inherently constrained in the delivery of quality services and this is further made worse by systems, structures and processes which by all intents and purposes are meant to ensure accountability, transparency and efficiency.

According to Tangkilisan (2005: 2019), the indicators of service quality are

1. Tangible includes operational facilities provided whether it is in accordance with the needs in conducting the tasks.
2. Reliability includes the extent to which the information provided to clients is accurate and can be accounted for.



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3. Responsiveness is the responsiveness of providers or service providers in responding to client complaints.
4. Competence includes the officers' ability to serve clients whether there is training to improve the ability of employees according to task developments.
5. Courtesy is the officers' attitude in providing services to clients.
6. Credibility includes the reputation of the office, fees paid, and the presence of officers during working hours.

### Public Satisfaction

According to Pasolong (2008: 144), he argues that satisfaction is the level of a person's equality after comparing the perceived performance (result) with his/her expectations, while Kotler and Tjiptomo (in Pasolong, 2008: 145) state that customer satisfaction is the level of feelings of a person (customer) after comparing with perceived performance, compared to expectations.

Meanwhile, Sinambela (2011: 6) argues that theoretically the purpose of public service is basically to satisfy the society, so to achieve that satisfaction, excellent service quality is required. Quality of service considers aspects of justice between providers and recipients of public services. If the services have met aspects such as transparency, accountability, conditionality, participation, equality of rights, balance of rights and obligations, the society will be satisfied to get the service.

Nasution (2005: 49) argues that consumers' satisfaction is very dependent on the consumer experience. According to Olaru & Purchase (2008), positive customer experience has led to satisfaction, and satisfying experience will lead to customer trust.

Overall satisfaction can be explained as the totality of the experiences the customer or client goes through or receive throughout his or her interaction with the organization. Encounter satisfaction on the other hand, is about specific experience the customer receives at the various stages or points of the service delivery process. Depending on the nature of service industry, either of the two will be more dominant (Fatima and Razzaque, 2010).

The indicators applied to analyze the quality of public services consist of 6 (six) elements which are indicators of public satisfaction with a form of public service. The fourteen indicators are based on the Decree of Ministry of Administrative and Bureaucratic Reform Number 25/KEP/M.PAN/2/2004 concerning general guidelines for the community satisfaction index of service units of government agencies consisting of: a) Service procedures, b) Service Requirements, c) Discipline of service officers, d) Responsibilities of service officers, e) Speed of service, f) Fairness of service.

### Public Trust

According to Sumarwan (2011: 165-166), he defines trust as consumer knowledge about an object, its attributes, and its benefits. Based on this concept, consumer knowledge is closely related to the discussion of attitudes because consumer knowledge is consumer confidence. Consumer trust or consumer knowledge concerns the belief that a product has various attributes and the benefits of these various attributes.

Building trust in long-term relationships with customers is an important factor in creating customer loyalty. This trust can not only be recognized by other parties/business partners, but also must be built from the beginning and can be proven. According to Prasaranphanich (2007: 231), when consumers trust a company, they will prefer to repurchase and share valuable personal information with the company. According to Kotler & Keller (2012: 225), "Trust is the willingness of a firm to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty and benevolence".

Buchari (2007: 23) defines trust as the trust of certain parties to the others in conducting transaction relationships based on the belief that the person whom he trusts has all his obligations properly as expected. According to Mowen (2011: 312), consumer trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits.

According to Morgan and Hunt (in Suhardi, 2010: 51), trust defines as a condition when one of the parties involved in the exchange process is confident in the reliability and integrity of the other party. The definition explains that trust is the willingness or readiness to rely on colleagues who engage in a trusted exchange. Willingness is the result of a belief that the parties involved in the exchange will provide consistent quality, honesty, responsibility, light hand and kindness. This belief will create a close



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relationship between the parties involved in the exchange.

Meyer et.al (2009) states that there are three factors shaping a person's trust in a company's brand: benevolence, ability and integrity. These three factors can be explained as follows:

### 1. Benevolence

Benevolence is the seller's willingness to provide mutually beneficial satisfaction between him and consumers. The profit obtained by the seller can be maximized, but consumer satisfaction is also high. Sellers are not merely pursuing maximum profit, but also have great attention in realizing consumer satisfaction.

### 2. Ability

Ability refers to the competence and characteristics of the seller/organization in influencing and defiling a specific area. In this case, how the seller is able to provide, to serve, and to secure transactions from other's interference. This means that consumers get a guarantee of satisfaction and security from the seller in making transactions.

### 3. Integrity

Integrity relates to how the behavior or habits of the seller in conducting his business. The information given to consumers is whether it is true or not. The quality of the product being sold is trustworthy or not.

## Conceptual Framework

The conceptual framework underlying this research is the influence of service quality on public satisfaction and trust. Service quality affects public satisfaction as according to Sarwono (2002: 51). The factors that influence customer satisfaction are the quality of products and services, sales activities, service after sales and company values. This implies that service quality is part of which is very important in the activities of providing goods and services related to customer or public satisfaction. The results of research by Dahmri and Suzana (2014) also reinforce the theory that service quality greatly affects consumer or public satisfaction.

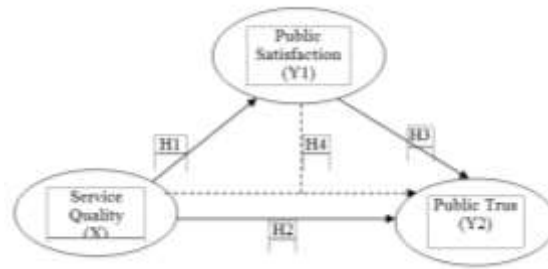
Furthermore, consumer satisfaction will affect public trust. If consumers or the public are satisfied with the service, it will form a good trust. Olaru (2008) states that positive customer experiences have led to satisfaction and satisfying experiences resulting in customer trust. The research results of Elrado, et.al (2014) find that satisfaction has a significant effect on public trust. Likewise with the results of research of Norhermaya, et.al. (2016) concluding that satisfaction has a positive and significant effect on trust.

Service quality can also affect public trust as stated by Zulganef (2002) that trust can be created if consumers know the performance of the company (public service provider) as a whole meets expectations where the quality of services provided is consistently maintained. Likewise, the research results of Elrado, et. al (2014) and Norhermaya, et.al (2016) conclude that service quality has a significant effect on customer trust. Service quality through satisfaction can also affect trust, as the results of research by Cahyani, et.al (2014) showing that service quality through satisfaction has a significant effect on customer trust. According to Siddiqi (2011), service quality is a factor that greatly influences customer satisfaction. This satisfaction is important to maintain so that consumers' confidence is maintained

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Picture 1 Conceptual Framework

### Hypothesis

The hypothesis of this research are:

- H1 : Service quality has a positive and significant effect on public satisfaction at the Department of Population and Civil Registration of Kendari City.
- H2 : Service quality has a positive and significant effect on public trust in the Department of Population and Civil Registration of Kendari City.
- H3 : Public satisfaction has a positive and significant effect on public trust in the Department of Population and Civil Registration of Kendari City.
- H4 : Public satisfaction mediates the effect of service quality on public trust in the Department of Population and Civil Registration of Kendari City

### 3. RESEARCH METHOD

#### Research Design

Based on the objectives of this study, this research design is explanatory. According to Solimun (2002: 63), explanatory research generally aims to explain the position of the variables to be studied and the correlation or influence between the independent variable and the dependent variable. The research typology that is explanatory in this study is the effect of service quality on public satisfaction and trust.

#### Population and Sample

Sugiyono (2012: 72) states that the population is the entire generalization area consisting of objects/subjects having certain qualities and characteristics determined. The population in this study was 150 people coming to the Department of Population and Civil Registration Service of Kendari City in February 2019.

The technique of sampling used incidental sampling. It is sampling based on the communities who are coincidentally met at the research location (Sugiyono, 2007: 67), with the assumption that the communities have already used population administration services at the Department of Population and Civil Registration Service of Kendari City. The determination of the samples number in this study used a formula of Taro Yamane or Slovin (Riduwan: 2008), namely:

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

In which:

n = number of samples

N = number of population

d<sup>2</sup> = percentage of precision due to tolerable or desirable sampling errors (5%), with a confidence level of 95%.

$$n = \frac{150}{150 \cdot (0,05)^2 + 1}$$

$$n = \frac{150}{4,750}$$

$$n = 31,57$$

So the sample in this study was 31 people.

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### Method of Data Analysis

Data analysis used in this study applied path analysis. According to Ghazali (2013: 249), path analysis is an extension of multiple linear analyses, or path analysis is the use of regression analysis to estimate the causality relationship between variables (causal models) that have been previously determined based.

The structural model or inner model is a structural model to predict the causality relationship between variables. Through the bootstrapping process, T-statistical test parameters were obtained to predict the existence of a causal relationship. The causal relationship formulated in this study used a non-simple model, the variables in the model had a recursive form. In PLS analysis, data are not required to be normally distributed, so they do not require a normality test (Latan, 2013: 13). Besides, PLS analysis can estimate data with a small sample with the resampling procedure through bootstrapping.

## 4. DATA ANALYSIS AND DISCUSSION

### Analysis Result of PLS

After testing the outer model and inner structural model meet the model testing criteria, then hypothesis testing was conducted. Based on the results of the analysis in the picture above, it can be explained as follows:

- 1) Service Quality Has a Positive Significant Effect on Public Satisfaction (H1)  
Based on the results of the analysis, it indicates that the coefficient value of service quality on public satisfaction is 0.840 and the P-value is 0.000 or less than 0.05, so that the first hypothesis is accepted. It means that service quality with indicators of physical evidence, reliability, responsiveness, competence, politeness and hospitality has a positive and significant direct effect on public satisfaction in the Department of Population and Civil Registration of Kendari City.
- 2) Service Quality Has a Positive and Significant Effect on Public Trust (H2)  
Based on the results of the analysis, it shows that the value of the service quality coefficient on public trust is 0.042 and the P-value is 0.756 or higher than 0.05, so the second hypothesis is rejected. It means that service quality with indicators of physical evidence, reliability, responsiveness, competence, politeness and hospitality has no direct effect on public trust at the Department of Population and Civil Registration Service of Kendari City
- 3) Public Satisfaction has a Positive and Significant Effect on Public Trust  
Based on the results of the analysis, it reveals that the coefficient value of community satisfaction with public trust is 0.872 and the P-value is 0.000 or lower than 0.05, so the third hypothesis is accepted. This means that public satisfaction with indicators of service procedures, service requirements, service officer discipline, responsibility, speed and justice in services have a positive and significant direct effect on public trust at the Department of Population and Civil Registration of Kendari City.
- 4) Satisfaction Mediates The Effect of Service Quality on Public Trust  
The first step that must be taken to examine the role of the public satisfaction variable in mediating the effect of service quality on public trust is to calculate the regression coefficient for the indirect effect and then compare it with the direct effect. If the indirect effect is higher than the direct effect, then community satisfaction is able to mediate or strengthen the effect of service quality on public trust, and this role is categorized as full moderating. The following is a table of regression coefficients of the direct effect and the indirect effect.

Based on Figure 2 above, it shows that the regression coefficient of the indirect effect of service quality on public trust through public satisfaction is 0.732 higher than the direct effect of service quality on public trust of 0.042, so the total effect is 0.774 meaning that satisfaction plays a role in strengthening the influence of service quality on public trust or referred to as Full Moderating.

### Discussion

1. The Effect of Service Quality on Public Satisfaction  
Based on the results of the analysis, it indicates that service quality has a positive and significant effect on public satisfaction with a coefficient value of 0.840 and P Values Sig value of 0.000 lower than an alpha value of 0.05. Thus, the first hypothesis is service quality has a significant effect on public satisfaction at the Department of Population and Civil Registration Service of Kendari City. Therefore,

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to increase community satisfaction, it is necessary to do improvement or enhancement on service quality at the Department of Population and Civil Registration Service of Kendari City.

The results of this study also support the results of previous research conducted by Dahmirmir and Suzana (2015) and research by Elrado, et.al (2014) in which their results indicate that service quality has a positive and significant effect on community satisfaction. Based on the results of this study and several previous studies, it implies that to increase public satisfaction, the service quality of the Department of Population and Civil Registration Service of Kendari City must also be improved.

### 2. The Effect of Service Quality on Public Satisfaction

Based on the results of the analysis, it indicates that service quality has no significant effect on public trust with a coefficient value of 0.042 and P Values Sig value of 0.756, higher than alpha 0.05. Thus, the second hypothesis in this study, namely service quality has a positive and significant effect on public trust in the Department of Population and Civil Registration of Kendari City is rejected. According to Zulganef (2002), trust can be created if consumers recognize the performance of the company (public service providers) as a whole meets customers' expectations (satisfied).

The results of this study do not support the results of previous studies conducted by Elrado, et.al (2014) and Norhermaya, et.al (2016) as well as research by Nurhadi and Azis (2018) which concluded that service quality has a significant effect on customer trust (society).

### 3. The Effect of Public Satisfaction on Public Trust

Based on the analysis results, it reveals that public satisfaction has a positive and significant effect on public trust with a coefficient value of 0.872 and P Values Sig of 0.000 lower than alpha 0.05. Thus, the third hypothesis in this study, namely community satisfaction has a positive and significant effect on public trust at the Department of Population and Civil Registration of Kendari City is accepted. According to Olaru & Purchase (2008), positive customer experience has led to satisfaction, and satisfying experience will lead to customer trust.

The results of this study also support the results of previous studies conducted by Yung Shao and Yu Ming (2008), Norhermaya, et.al (2016) and Rafiqah (2018) which concluded that customer satisfaction has a positive and significant effect on consumer trust. The results of this study explain that to make the public believe in the services provided in the Department of Population and Civil Registration Service of Kendari City, something that must be improved and enhanced is public satisfaction. If the public is happy and satisfied, people will tend to believe the services in the Department of Population and Civil Registration Service of Kendari City.

### 4. The Role of Public Satisfaction in Mediating the Effect of Service Quality on Public Trust.

The analysis results show that community satisfaction mediates (full mediating) or strengthens the influence of service quality on public trust. The underlying philosophy reason is that public trust arises because people are satisfied with the quality of service provided by employees at the Department of Population and Civil Registration Service of Kendari City. Without public satisfaction for the service quality, public trust will not be realized. According to Siddiqi (2011), service quality is a factor that greatly influences customer satisfaction. This satisfaction is important to be preserved so that consumer confidence is maintained.

The empirical evidence from the analysis indicates that the direct effect of service quality on public trust is positive but not significant, namely 0.042 with P Values Sig of 0.756 > 0.05. This means that without public satisfaction on the quality of service obtained, public trust at the Department of Population and Civil Registration Service of Kendari City will not be realized.

This study results support the research results of Cahyani, et.al (2014) which concluded that satisfaction mediates the effect of service quality on public trust. This means that public trust is realized when people are satisfied with the quality of service obtained from the Department of Population and Civil Registration of Kendari City.

Moreover, the results of this study also support the research results of Rafiqah, et.al (2018) which concluded that patient satisfaction mediates (strengthens) the effect of service quality on the patient trust at Public Health Center of Makassar City. This means that the patient trusts the Public Health Center of Makassar City because the patient is satisfied with the services provided.



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### Research Implication

This research implies that if the Department of Population and Civil Registration of Kendari City wants to increase public trust, the quality of good service must be created and improved so that people feel well served, and it will have an impact on increasing public satisfaction and trust.

## 5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

### Conclusion

Based on the analysis of the research results and discussion of the quality influence of population document services on the public satisfaction and trust in the Department of Population and Civil Registration of Kendari City, the following conclusions can be drawn:

1. Service quality has a positive and significant effect on public satisfaction. This means public satisfaction at the Department of Population and Civil Registration Service of Kendari City is influenced by service quality.
2. Service quality has a positive but insignificant effect on public trust. This means public trust arises as a result of the public satisfaction with the service quality at the Department of Population and Civil Registration Service of Kendari City, not influenced by service quality.
3. Public satisfaction has a positive and significant effect on public trust. This means that public trust at the Department of Population and Civil Registration of Kendari City is influenced by public satisfaction with the services they receive.
4. Public satisfaction has a role in mediating the effect of service quality on public trust. This means that public trust arises because people are satisfied with the quality of service provided by employees at the Department of Population and Civil Registration of Kendari City.

### Suggestions

From the conclusions above, the suggestions given from the results of this study to the Department of Population and Civil Registration of Kendari City are as follows:

1. For service quality, it must be improved and enhanced, especially regarding the politeness and hospitality of service officers by making special SOP for service officers at the counters because politeness and hospitality of service officers are important in supporting service quality. Another thing that must be improved is the problem of physical office facilities that support services such as additional work equipment, so services are faster. Besides, the backup power machine or generator set always functions properly so that when the electricity goes out, the generator set machine can be directly operated.
2. For public satisfaction, it must be further improved, especially the satisfaction regarding the speed of service by enforcing employee discipline at work or by adding personnel to the service counter. In addition, things need to be improved is regarding service justice by implementing a consistent queuing system and ensuring that no community is excluded from services.
3. For the public trust, the integrity of service officers must be improved. It is done by enforcing rules consistently and opening complaint boxes for people who have been asked to provide services to report in the complaint box, so that clean and integrity service can be achieved.

### Research Limitation

The results of this study have provided a number of findings, but there are still some things that need to be studied further. This condition is greatly influenced by several things that indirectly become a limitation for researchers, namely:

1. This research was only conducted at the Department of Population and Civil Registration of Kendari City, so the results of this study cannot be generally generalized in Indonesia.
2. The variable indicators used in this study have not fully answered the problems of the research the author wants to. This is because there are many other indicators forming variables that the authors cannot take as a whole.



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- The level of respondents' understanding is different, so in answering the questions, there can be errors in interpreting the meaning of the questions in the questionnaire.

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