

THE INFLUENCE OF PUBLIC SERVICE QUALITY AND IMPACT ON PUBLIC SATISFACTION AT THE PANYALAIAN VILLAGE OFFICE

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ABSTRACT

The Nagari or Village Office is the lowest Government Agency in providing public services to village communities, expected to be able to create community satisfaction, in fact public services are not yet optimal. The purpose of this study was to determine the effect of reliability, responsiveness, physical ability, assurance, and attention on community satisfaction from the services of the Panyalaian Village Office. Quantitative research method, the object of the Panyalaian Village Office research used a questionnaire filled out by related parties of Panyalaian Village, a population of 503 people and to determine the sample used the Slovin formula with a tolerance level of 5% and obtained a sample of 144 respondents, data analysis techniques statistical analysis SPSS version 30.2024. The results showed that there was a partial significant effect between reliability on community satisfaction of 12.1% and attention to the community of 11.7%, and there was no partial significant effect between responsiveness on community satisfaction of 0.04%, physical ability on community satisfaction of 0.07%, and assurance on community satisfaction of 0.01%. There was a simultaneous influence of the five independent variables on community satisfaction of 11.0%.

Keywords: *Reliability, Responsiveness, Physical Capability, Assurance, Attention and Customer Satisfaction*

INTRODUCTION

The development and progress of the rural economy in a country cannot be separated from the public services provided by village government officials to its people (Nasfi et al., 2023; Zhang & Zhang, 2020) and Laha (2019) added that the development of village government institutions and microfinance institutions also prioritizes the quality of service to the community or public (public service) in a government institution in rural areas which can improve the welfare of village communities (Kania et al., 2021; Nasfi et al., 2026). The lowest level of government in the Village or Nagari in providing community services is also called public service, where the concept of service to the community is called public service (Virtanen & Jalonen, 2024). According to Hendrayady (2023), public services must side with the people, including leadership behavior in the provision of public services and in building a service bureaucracy for the community with a service system based on information and communication technology (Hendrayady et al., 2023).

The government must be able to provide goods, services and services that are economical, effective, efficient and transparent for the people who need them (Kwilinski et al., 2023; Nasfi et al., 2026), However, in fact, based on the results of interviews with several residents of Nagari

Payalaian, it is still difficult to obtain public service information in the form of pesticide price information and the latest vegetable price information, public services provided by government apparatus to the community actually reflect the function of the state and government apparatus as servants of the people and are a key factor in the success of village government organizations if the community is satisfied with the services they receive (Bila et al., 2023).

In the current world conditions, people are increasingly questioning, and it is hoped that the public service bureaucracy can adjust the position and function of state apparatus in providing services (Zulkifli & Tahir, 2023). From a public administration perspective, services are a way to satisfy human desires, just like products. Services have specific characteristics that distinguish them from goods and services (Bärnthaler & Gough, 2023). The position of government officials, from the highest level at the center to the lowest level of government in rural areas, in providing public services is very crucial because it will influence how effectively the government can provide optimal services to the people (Aningsi, 2025). This position also determines how well the state carries out its role in accordance with the initial objectives of the founding of this state, and public service is the obligation of government officials to

provide to the community or the community's rights (Assyahri & Bila, 2020).

Public service means providing services to fulfill the needs of a person or individual who has a relationship with the institution in accordance with established regulations and standards (Ferlie & Ongaro, 2022; Oktaviane et al., 2023). However, in reality, both interviews and observations with the researchers' community members indicate dissatisfaction with the services provided. The progress, prosperity and welfare of a society, both in urban and rural areas, is also influenced by the services provided by government officials when they require public services (Ningsih, 2024; Safitri et al., 2022). Zeithaml, Parasuraman, and Berry (1988), assess service quality based on the difference (gap) between customer/community expectations and estimates (Parasuraman et al., 1988). However, Kotler and Keller focus more on marketing services, while the theory of Parasuraman, Zeithaml, and Berry (1985) focuses more on public services with the dimensions of service quality, responsiveness, reliability, security (assurance), empathy and physical capabilities or tangibles (Hussain et al., 2025).

The Panyalaian Village or Nagari Government in providing public services is still less responsive to what the community needs, according to the results of observations and interviews with Village or Nagari residents, responsive services will create community satisfaction (Sofyani et al., 2022), public satisfaction with public services can arise due to attention from government officials, such as empathy, a sense of security or guarantee (assurance), and physical capabilities (tangibles) that can be seen in real terms (Alkraihi & Ameen, 2022). Su's (2024) research in rural China, where in the era of globalization in the 21st century, public satisfaction is increasingly dependent on the service quality provided by government bureaucracy, especially rural government (Nasfi et al., 2023; Su et al., 2024). This is because improving the quality of public government services in rural areas is an important part of overall bureaucratic reform (Assyahri & Bila, 2020). Government officials at the village level serve the community, and this is evident in the quality of service they provide. Service quality is a crucial aspect in providing services to the community (Assyahri & Mardaus, 2023).

Based on the problems that occurred, it can be identified that the problem is the lack of skills of village officials, less than optimal service and lack of attention of village officials to the needs and services of village communities who require village services, as well as the formulation of

research problems on how reliability, responsiveness, physical ability, assurance and empathy influence community satisfaction in Panyalaian village office services.

LITERATURE REVIEW

According to Keller & Kotler (2016), public satisfaction is the emotional feeling or feeling of happiness or disappointment felt by an individual after assessing the performance (results) of a product or service they receive in relation to their expectations. If public expectations are met and the service provided is of high quality, public trust will be built positively, and ultimately the public will be willing to submit all matters related to fulfillment. In general, there are various factors that will influence the level of public satisfaction in using public services in government agencies. According to Hidayat (2025) in his research, he identified factors that influence public satisfaction with services provided by government agencies to the public, including service quality, service standards, human resources and fairness in obtaining services.

According to Kotler (2012) in the book "Kotler on Marketing", a service is any activity that can be offered by one individual to another individual, where the action will not result in any ownership. Public services refer to a series of activities carried out by parties responsible for providing services to meet the needs of the community and residents in accordance with applicable legal provisions. These services can include the provision of goods, services, or administrative services. The main goal of public services is to provide guarantees, legal certainty, and satisfaction to the community through quality services (Skyba & Polishchuk, 2019).

Quality is anything that is completely free from flaws. Public services are considered high-quality if they meet the expectations and desires of those receiving them. To determine whether government services meet their needs and expectations, the quality of those services must be assessed and measured by the public as service users (Firdaus et al., 2026). Parasuraman, Zeithaml, and Berry are academics who developed a method for evaluating service quality, the SERVQUAL method. They used customer feedback on how the service they received compared to their expectations. This method focuses on the relationship between customer feelings and their perceptions of the service they received, with the title SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality (Parasuraman et al., 1988).

To evaluate the quality of public services provided by government officials, Tešić (2020) developed a framework for government institutions. Therefore, criteria are needed to indicate whether a public service provided is good or bad, or whether it is of high quality or not. According to Tešić (2020), service quality indicators can be assessed using five indicators:

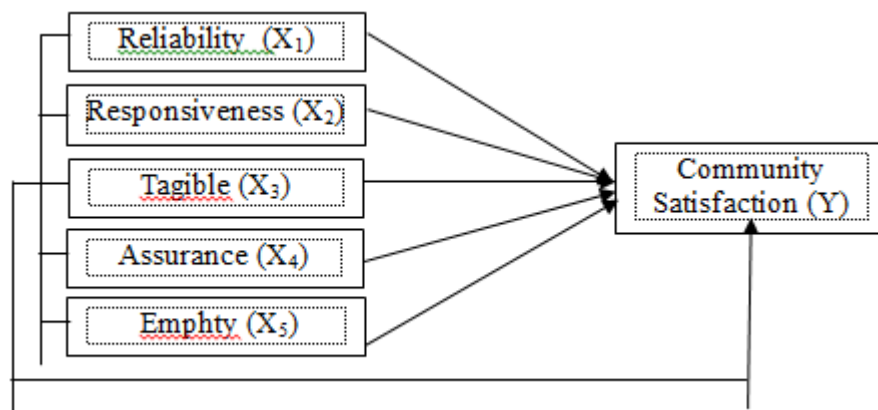
- 1) Reliability, which is the organization's ability to provide services as promised accurately and dependably.
- 2) Responsiveness, which is the willingness to help and provide prompt and accurate service to customers, by providing easy-to-understand information.
- 3) Tangible, which is the company's ability to demonstrate its presence to external parties.

The performance and capabilities of the company's physical facilities and the surrounding environment are tangible evidence of the service provided by the service provider or company.

- 4) Assurance, which is the skills and knowledge, courtesy, and competence of company employees in building customer trust in the company.
- 5) Empathy, which is sharing or providing sincere and personal attention to customers by striving to understand their true desires.

These five dimensions serve as a reference for providing services by the Panyalaian Village Office as a public service provider. The conceptual framework in this study is described below;

Figure 1. Conceptual Framework



RESEARCH METHOD

The type of research used in this study is explanatory research with a quantitative approach. According to Sugiyono (2019), this type or method is quantitative because the research data consists of numbers and analysis using statistical tools. Quantitative research analyzes the relationships between one variable and another and tests the formulated hypotheses.

The population is the Panyalaian Village Community, Tanah Datar Regency, West Sumatra Province who need public services, recorded in the public service register book from January 2025 to the end of December 2025 as many as 503 people recorded, in determining the sample from the population with the Slovin formula the error rate is 5%, So by utilizing the Slovin formula obtained Sample 143.71 by making 144 samples. Data was collected both primary from respondents who filled out questions from the distributed questionnaire as well as secondary data from documents and books as well as research reports. Data collection techniques with questionnaires or questionnaires given to respondents containing closed and open questions as well as library literature (Balaka,

2022). The research data through questionnaires are presented in the form of tables and tabulated and interpreted from qualitative data into quantitative data using a Likert scale, with a value range of 1 - 5, for positive questions the weight is 5 - 1 and for negative questions the weight is 1 - 5 (PATIMA, 2023).

Before being used in research, the research questionnaire must be tested first. Instrument testing is carried out to determine whether the instrument created is truly good, because the quality of the instrument will affect the accuracy of the data and also determine the quality of the research results. The research trial was conducted in Koto Baru Village, X Koto District, Tanah Datar Regency with 30 respondents, according to Singarimbun (1995) for validity testing a minimum of 30 respondents from the research sample, where the instrument trial aims to determine the validity and reliability of the instrument, so that it can be known whether the instrument is suitable for use to collect data (Scholtes et al., 2011).

RESULTS AND DISCUSSION

Research Findings

Before continuing the research, the questionnaire or questionnaire was first tested. The purpose of the instrument test was to find out whether the instrument created was really good, because the quality of the instrument would affect the accuracy of the data and also determine the

quality of the research results, so the test was carried out first;

a. Validity Test

Based on the validity test conducted before continuing the research on the independent and dependent variables, all validity tests yielded valid results, as shown in the table below.

Table 1. Results of variable validity test

No	Variable Statement	Corected Item – Total Correlation	Information
1	Reliability (X ₁)	.820	Valid
2	Responsiveness (X ₂)	.764	Valid
3	Tangible (X ₃)	.669	Valid
4	Assurance (X ₄)	.654	Valid
5	Emphaty (X ₅)	.742	Valid
6	Community Satisfaction (Y)	.777	Valid

Source: data processed 2026

b. Reliability Test

The results of the reliability test for all research variables with Cronbach's Alpha of 0.775 with 28 statement items, with this it can be said

that the research instrument is reliable, where Cronbach's Alpha with a value of 0.775 is greater than 0.6, as shown in the table below;

Table 2. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.775	28

Source: data processed 2026

c. Description of the Reliability variable

The average reliability variable with a mean value of 3.70 with an average total score of 73.96 with a score range of 68.01 – 84.00 in the High (good) category. It can be explained that community satisfaction in Nagari Panyalaian for the reliability variable with four statements with a High (good) value, with the highest item of the fourth statement, namely assistive devices used in providing services proficiently with a mean of 3.81 and a total score of 76.25. And for the lowest mean in the third statement item, namely that the village apparatus is skilled at using computers, internet networks proficiently in order to provide services with a mean value of 3.62 and a score of 72.36.

d. Description of the Responsiveness variable

The average responsiveness variable with a mean value of 3.73 with an average total score of 74.58 with a score range of 68.01 – 84.00 in the High (good) category. It can be explained that community satisfaction in Nagari Panyalaian for the responsiveness variable with five statements with a High (good) value, with the highest item of the fifth statement being the service provided by the Nagari apparatus quickly with a mean of 3.88 and a total score of 77.75. And for the lowest mean on the second statement item, namely the service provided by the nagari apparatus deftly and quickly with a mean value of 3.65 and a score of

72.92.

e. Description of Tangible variables

The average of physical tangible variables with a mean value of 3.97 with an average total score of 66.09 with a score range of 52.01 – 68.00 in the Fairly High (fairly good) category. It can be explained that community satisfaction in Nagari Panyalaian for tangible variables with six statements with Fairly High (fairly good) values, with the highest item being the first statement, namely Nagari services with a clean and comfortable waiting room with a mean of 4.12 and a total score of 68.63. And for the lowest mean on the third statement item, namely the service waiting room is equipped with comfortable and good chairs with a mean value of 3.81 and a score of 63.43.

f. Description of the Assurance Variable

The average Assurance variable had a mean value of 3.78, with an average total score of 75.65, with a score range of 68.01–84.00, categorized as High (good). Community satisfaction in Panyalaian Village for the assurance variable can be explained by three statements with High (good) scores, with the highest score being the first statement, "Services provided in accordance with existing SOPs (Standard Operating Procedures)," with a mean of 3.79 and a total score of 75.83. The lowest mean scores for the second and third

statements were "Apparatus guarantees timely service delivery," with a mean of 3.78 and a score of 75.56, and "Service guarantees by the Village apparatus are free of charge," with a mean of 3.78 and a score of 75.56.

g. Description of the Empathy Variable

The average Empathy variable had a mean value of 3.93, with an average total score of 78.55, with a score range of 68.01–84.00, categorized as High (good). Community satisfaction in Nagari Panyalaian for the Emphy variable can be explained by five statements with High (good) values. The fifth highest statement was "Nagari Apparatus Prioritizes Community Service Over Other Activities" with a mean value of 3.99 and a score of 79.86. The fourth lowest statement was "All Nagari Apparatus Appreciate and Serve All Community Members with Sincereness," with a mean value of 3.85 and a score of 76.94.

h. Description of the Community Satisfaction Variable

The average Community Satisfaction variable had a mean value of 4.09, with an average total score of 81.58, with a score range of 68.01–84.00, categorized as High (good). Community

satisfaction in Nagari Panyalaian can be explained by five statements with High (good) scores. The highest score was statement one, "The community is satisfied with the services received according to their needs and desires," with a mean value of 4.28 and a score of 85.69, or Very High. The lowest scores were in statements two and five: the second statement, "The service received by the community was timely," with a mean value of 4.03 and a score of 80.69. The fifth statement, "The community feels no discrimination in the services they receive," with a mean value of 4.10 and a score of 80.69.

Classical Assumption Test

a. Normality test

Normality test using P-Plot curve, the five variables reliability (X1), responsiveness (X2), tactile (X3), assurance (X4) and empathy (X5) on Community Satisfaction (Y) can be seen the points move and spread following the diagonal line or along the diagonal line and there is no extreme spread. In Figure 2 which shows that the results of the normality test on this variable are normally distributed data (Agustian et al., 2025), for further regression testing to be carried out.

Figure 2. Normality Test of X₁, X₂, X₃, X₄ and X₅ against Y



b. Multicollinearity Test

Multicollinearity test has been carried out for five independent variables, namely, reliability (X₁), responsiveness (X₂), tangible (X₃), assurance (X₄) and empathy (X₅) towards Community

Satisfaction (Y), thus obtained tolerance value greater than 0.10 and VIF value is not more than 0.10. Thus it can be stated that the data is valid to be a variable and can stand alone (Latifah et al., 2025), which can be seen in table 3 below;

Table 3 Multicollinearity Test of X₁, X₂, X₃, X₄, and X₅ against Y

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	17.120	2.937		5.830	<.001		
X1	.221	.310	.205	.713	.477	.075	13.332
X2	-.084	.075	-.097	-1.109	.269	.817	1.224
X3	.016	.078	.018	.204	.839	.812	1.232
X4	-.137	.145	-.076	-.946	.346	.967	1.034
X5	.133	.261	.146	.509	.612	.075	13.267

a. Dependent Variable: Y

Source: processed data from 2026

c. Heteroscedasticity test

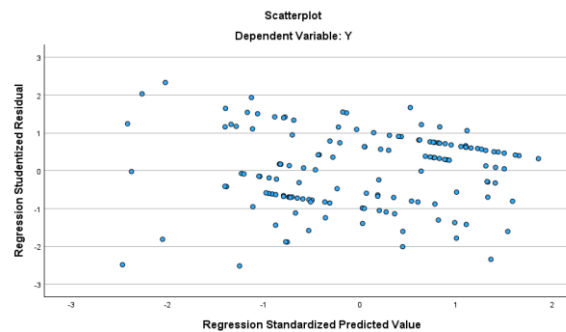
For the results of the heteroscedasticity test

in this study, the test showed that the points were spread above and below zero (0), where the image

did not form a certain pattern, so that heteroscedasticity did not occur and showed that this regression model had met the requirements for

heteroscedasticity (Oktaviana & Retnaningdiah, 2025), and can be seen in Figure 3 below;

Figure 3 Heteroscedasticity Test of Variables X_1 , X_2 , X_3 , X_4 , and X_5 against Y



Source: processed data from 2026

d. Autocorrelation Test

For the Autocorrelation test has been carried out for five independent variables, namely, reliability (X_1), responsiveness (X_2), tactile (X_3), assurance (X_4) and empathy (X_5) towards Community Satisfaction (Y), which is explained in the following table 4, that the Durbin Watson value

of 2.953 is between -2 and +2 and according to Ghazali (2018) a good regression model is a regression model that does not have or does not occur autocorrelation. Where in this study, it can be concluded that it does not have or does not occur autocorrelation, as illustrated in the table below;

Table 4 Autocorrelation Test of X_1 , X_2 , X_3 , X_4 and X_5 Against Y

Model Summary ^b					
Model	R	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.375 ^a	.141	2.48053	2.953	

a. Predictors: (Constant), X_5 , X_4 , X_3 , X_2 , X_1
b. Dependent Variable: Y

Source: processed data from 2026

Hypothesis Testing

T Test

The t-test is a test conducted to determine the effect of independent variables on dependent

variables individually (partially). This t-test uses linear regression. The results of the t-test between variables in this study can be seen in Table 5 below:

Table 5 Results of t-Test Analysis of Research Variables

Analisis Antar Variabel	Adjust R Square	Signifikansi	Keterangan
The influence of reliability (X_1) on public satisfaction (Y)	0,121	0.001	There is a positive influence between the reliability variable (X_1) and community satisfaction (Y)
The influence of responsiveness (X_2) on public satisfaction (Y)	0,004	0.211	There is no influence between the responsiveness variable (X_2) and public satisfaction (Y)
The influence of tangibles (X_3) on public satisfaction (Y)	0,007	0.810	There is no influence between the tangible variable (X_3) and public satisfaction (Y)
The influence of assurance (X_4) on public satisfaction (Y)	0,001	0.293	There is no influence between the assurance variable (X_4) and public satisfaction (Y)
The influence of empathy (X_5) on public satisfaction (Y)	0,117	0.001	There is a positive influence between the empathy variable (X_5) and public satisfaction (Y)

Source: processed data from 2026

F Test

The F-test is a test conducted to determine

the simultaneous effect of independent variables on the dependent variable. The F-test uses multiple regression. The results of this hypothesis test indicate a significance level of 0.001, less than 0.05. Furthermore, the calculated F-value based on the test is 4.529. Meanwhile, the F-value for the table with $N=144$ and $k=6$ is 2.16. Because the

calculated F-value is greater than the F-value for the table and the significance is less than 0.05, it can be concluded that all variables—reliability, responsiveness, physical ability, assurance, and empathy—have an influence on public satisfaction at the Panyalaian Village Office. This can be seen in Table 6 below:

Table 6 Multiple Linear Regression Results of X_1 , X_2 , X_3 , X_4 and X_5 against Y

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	139.322	5	27.864	4.529
	Residual	849.115	138	6.153	
	Total	988.438	143		

a. Dependent Variable: Y

b. Predictors: (Constant), X_5 , X_4 , X_3 , X_2 , X_1

Source: processed data from 2026

The magnitude of the contribution of the variables of reliability, responsiveness, physical ability, assurance and attention to public

satisfaction at the Panyalaian Village Office can be seen in table 7 below:

Table 7 Results of the Contribution Values of Variables X_1 , X_2 , X_3 , X_4 and X_5 to Y

Model Summary ^b										
		Adjusted R			Std. Error		Change Statistics			
Model	R	R Square	Square	of the	R Square	Change	F Change	df1	df2	Sig. F Change
1	.375 ^a	.141	.110	2.48053	.141	.141	4.529	5	138	<.001

a. Predictors: (Constant), X_5 , X_4 , X_3 , X_2 , X_1

b. Dependent Variable: Y

Source: processed data from 2026

In table 7 above, the adjusted R Square value is 0.141. Therefore, the contribution of the variables of reliability, responsiveness, physical ability, assurance, and attention to public satisfaction at the Panyalaian Village Office is 11.0%. Based on the explanation above, it can be stated that in this hypothesis test, H_a is accepted and H_0 is rejected. This indicates that there is a positive influence of the variables of reliability, responsiveness, physical ability, assurance, and attention to public satisfaction at the Panyalaian Village Office. This influence can be trusted 100%.

DISCUSSION

The Influence of Reliability on Public Satisfaction with Panyalaian Village Office Services

Based on the first hypothesis, the reliability variable partially had a positive and significant effect on public satisfaction in the Panyalaian Village Office services. This was proven by data processing using SPSS software version 30.0 2024. The study found a significance value of the reliability variable on public satisfaction of $0.001 < 0.05$. Therefore, the results of the study can be understood, where the reliability variable has a confidence level of 100%.

The partial effect of the reliability variable

on public satisfaction in the Panyalaian Village Office services was 12.1%. This value was obtained from the Adjusted R Square value after a T-test for the first hypothesis, which was 0.121. This indicates that the reliability variable has a 12.1% effect on public satisfaction in the Panyalaian Village Office services. The reliability variable's score was 73.96, categorized as High.

The Influence of Responsiveness on Public Satisfaction with Panyalaian Village Office Services

The results of the research conducted, based on the second hypothesis, found no effect of Responsiveness on Public Satisfaction with Panyalaian Village Office Services. Therefore, H_a can be rejected and H_0 accepted, meaning there is no effect of the Responsiveness variable on public satisfaction at the Panyalaian Village Office. This was proven by data processing using SPSS software version 30.0 2024. The study found a significance value of the Responsiveness variable on Public Satisfaction with Panyalaian Village Office Services, namely $0.211 > 0.05$. Thus, the research results can be understood, where the Responsiveness variable has a confidence level of 100%.

The effect of the Responsiveness variable on public satisfaction with Panyalaian Village Office

services is 0.4%, a partial value obtained from the Adjusted R Square value after a T-test on the second hypothesis, which is 0.004. This shows that the Responsiveness variable has no effect on the public satisfaction variable in the Panyalaian Village Office services, amounting to 0.4%. From the description results, the Responsiveness variable has a score of 74.58, which is categorized as High.

The Influence of Tangibles on Public Satisfaction with Panyalaian Village Office Services.

The results of the research conducted, based on the third hypothesis, found no effect of tangibles on public satisfaction with Panyalaian Village Office services. Therefore, H_a is rejected and H_0 is accepted, meaning there is no effect of tangible variables on public satisfaction at the Panyalaian Village Office. This is proven by data processing using SPSS software version 30.0 2024. The study found a significance value of the tangible variable on public satisfaction with Panyalaian Village Office services, namely $0.810 > 0.05$. Thus, the research results can be understood, where the tangible variable has a confidence level of 100%.

The effect of the tangible variable on public satisfaction with Panyalaian Village Office services is partial at 0.7%. This value is obtained from the Adjusted R Square value after a T-test on the second hypothesis, which is 0.007. This indicates that there is no effect of the tangible variable on public satisfaction with Panyalaian Village Office services, at 0.7%. From the results of the description of the tangible variable with a score of 66.09 with a Fairly High category.

The Effect of Assurance on Public Satisfaction with Panyalaian Village Office Services

Based on the fourth hypothesis, the assurance variable partially had no effect on public satisfaction with Panyalaian Village Office services. This was verified by data processing using SPSS version 30.0 2024. The study found a significance value of 0.293 for the assurance variable on public satisfaction, with a value exceeding 0.05. Therefore, the assurance variable has a confidence level of 100%.

The partial effect of the assurance variable on public satisfaction with Panyalaian Village Office services is 0.10%. This value is obtained from the Adjusted R Square value after a T-test for the first hypothesis, which is 0.001. This indicates that the assurance variable has a 0.10% effect on public satisfaction with Panyalaian Village Office services. The description of the assurance variable has a score of 75.65, categorized as High.

The Influence of Empathy on Public Satisfaction with Panyalaian Village Office Services

Based on the fifth hypothesis, the results showed that the empathy variable partially had a positive and significant effect on public satisfaction in the Panyalaian Village Office services. This was proven by data processing using SPSS version 30.0 2024. The study found a significance value of $0.001 < 0.05$ for the empathy variable on public satisfaction. Therefore, the results of the study can be understood, with a confidence level of 100%.

The partial effect of the empathy variable on public satisfaction in the Panyalaian Village Office services was 11.7%. This value was obtained from the Adjusted R Square value after a T-test for the first hypothesis, which was 0.117. This indicates that the attention variable has an 11.7% effect on public satisfaction in the Panyalaian Village Office services. The empathy variable scored 78.55, categorized as High.

The Influence of Reliability, Responsiveness, Physical Ability, Assurance and Attention on Public Satisfaction with Panyalaian Village Office Services

Public satisfaction is the primary goal of public service at the Panyalaian Village Office. Multiple regression analysis revealed that reliability, responsiveness, tangibles, assurance, and empathy collectively influence public satisfaction with public service at the Panyalaian Village Office. This implies that good service, based on the indicators of reliability, responsiveness, tangibles, assurance, and empathy, will lead to positive satisfaction with the Panyalaian Village Office. Conversely, if the service indicators provided fail to meet the expectations of the Panyalaian Village Office, the public will be dissatisfied with the Panyalaian Village Office's services. Whether or not the public is satisfied with the service provided is a cognitive or affective reaction that arises in response to various actions received, both in the initial encounter and in subsequent encounters.

The study also demonstrated a strong correlation between reliability, responsiveness, tangibles, assurance, and empathy, with a significant impact on public satisfaction, accounting for 11.0%. Other factors contribute to the remaining impact. Based on the results of the study on 144 respondents, it was shown that the variables reliability, responsiveness, tangible, assurance, and empathy significantly influenced public satisfaction with a significance value of 0.001 ($P \text{ Value} < 0.05$). The resulting coefficient of determination was 0.890, meaning patient satisfaction with the five variables was 89.80%.

CONCLUSION

From the research results (findings), where the purpose of this research is to determine how the variables of reliability, responsiveness, tangible, assurance, and empathy influence public satisfaction at the Panyalaian Village Office. The results of the research, data analysis techniques and research hypothesis testing, it can be concluded that this research is that there is a positive and significant influence between the variables of reliability and empathy, while the variables of responsiveness, tangible and assurance do not have a significant effect, but together have a significant influence on public satisfaction at the Panyalaian Village Office both partially and simultaneously.

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