

## Empirical Study of Public Satisfaction Based on Public Trust and Service Quality at The Sekupang Police Sector

Doni Permana <sup>1)</sup> & Mulyana <sup>2)</sup>

<sup>1)</sup> Faculty of Economic, Universitas Islam Sultan Agung (UNISSULA) Semarang, Indonesia, E-mail: [donipermana.std@unissula.ac.id](mailto:donipermana.std@unissula.ac.id)

<sup>2)</sup> Faculty of Economic, Universitas Islam Sultan Agung (UNISSULA) Semarang, Indonesia, E-mail: [mulyana@unissula.ac.id](mailto:mulyana@unissula.ac.id)

**Abstract.** *The police institution is one of the main pillars in the public service system tasked with maintaining security, order, and providing legal protection for the community. As public servants, the police provide various important services that include law enforcement through criminal case investigations, arrests of criminal perpetrators, and providing justice to victims. In addition, the police play a role in maintaining public security and order (KAMTIBMAS) through routine patrols, crowd control, and mediation of social conflicts to create a safe and orderly environment. The type of research used in this study is an associative explanatory research type, which aims to determine the relationship between two or more variables. This study aims to explain the hypothesis testing with the intention of justifying or strengthening the hypothesis with the hope that it can ultimately strengthen the theory used as a basis. In this case, it is to test the influence of service quality, public satisfaction, and public trust. Discriminant Validity of the measurement model with indicator reflection is assessed based on cross loading of measurements with constructs. If the correlation of constructs with measurement items is greater than the measurements of other constructs, then it indicates that the latent constructs predict the measurements in their block better than the measurements in other blocks.*

**Keywords:** *Empirical Study; Public Trust; Police Sector; Service Quality.*

### 1. Introduction

The police institution is a key pillar of the public service system, tasked with maintaining security and order, and providing legal protection for the public. As public servants, the police provide a variety of essential services, including law enforcement through criminal investigations, arrests of perpetrators, and the provision of justice to victims. Furthermore, the police play a role in maintaining public order and security (Kamtibmas) through routine patrols, crowd control, and mediation of social conflicts to create a safe and orderly

environment.

The police serve the public's needs, such as issuing Police Clearance Certificates (SKCK), managing crowd permits, and reporting lost property. The police are also at the forefront of emergency response, including responding to traffic accidents, natural disasters, and incidents that threaten public safety. In addition, the police traffic unit handles traffic flow regulation, traffic violations, and the issuance of driver's licenses (SIM) to ensure smooth and safe traffic flow. As part of preventive efforts, the police frequently conduct education and outreach to the public about the dangers of drugs cybercrime, and other relevant issues to raise public awareness.

Special protection services are also provided to vulnerable groups such as children, women, and victims of violence through special units such as the Women and Children's Service Unit (UPPA). With these various services, the police not only carry out their law enforcement function but also build public trust and provide a sense of security through a professional, transparent, and integrity-based approach. Public satisfaction is one of the main indicators in assessing the performance of public services, including in the police sector. The police have a strategic responsibility to provide a sense of security, enforce the law, and serve the community with integrity. In this context, the Sekupang Police, as a task force implementing unit of the Indonesian National Police, is faced with the demand to provide quality services that meet public expectations.

Customer satisfaction can be defined as a post-consumption evaluation of service quality, a mental state that arises after encountering a service and contrasts with previous experiences (Hermawan et al., 2016). Customer satisfaction is positively related to perceived performance (Sahuri, 2009). Along with managerial measures, satisfaction is also used as a standard for service performance (Salim et al., 2018). Service satisfaction is defined as the degree of quality of the services produced by a company, where service satisfaction developed internally, meaning that service quality development is determined by the company (Rahmawati et al., 2022). Public satisfaction is also the result of public opinion and assessment of the service performance provided to public service providers (Herliani Putri Ratnaningsih et al., 2023).

Furthermore, the quality of police service is also a key factor in determining public satisfaction. Service quality is a crucial factor in determining public satisfaction. Dimensions of service quality, such as reliability, responsiveness, assurance, empathy, and tangibility, serve as benchmarks for the public in evaluating their interactions with the police. Service that does not meet public expectations can lead to decreased satisfaction and damage the image of the police institution.

Research related to the role of service performance in customer satisfaction still leaves an interesting gap to analyze. Among them, research results show that service quality has a strong relationship in increasing customer satisfaction (Herliani Putri Ratnaningsih et al., 2023). However, this result contradicts research that shows that service quality has no significant effect on customer satisfaction (Kasinem, 2020). Furthermore, the results show that all dimensions of e-service quality have a positive and significant effect on customer

satisfaction.

satisfaction (Kurniawan & Purwanti Alwie, 2022), but this contrasts with the results of research (Sany Ayu Citra et al., 2021), which showed that only two dimensions of public service quality (empathy and reliability) significantly influenced public satisfaction. However, the other three dimensions of public service quality (tangible, responsiveness, and assurance) did not influence public satisfaction. Therefore, to explain this gap, the trust variable is proposed to mediate the role of service performance on public satisfaction.

The success of the police institution depends heavily on public trust, which is the primary foundation for building harmonious relationships with the community. The success of a police sector in providing services hinges not only on technical aspects but also on its ability to build public trust. Public trust is a crucial element underlying the relationship between the police and the community. When public trust in the police institution is high, the public tends to be satisfied and supportive of the various programs and policies implemented. Conversely, low public trust can hinder the effectiveness of services and create negative perceptions of the police institution.

The public's increasing critical attitude towards overseeing the provision of public services must be addressed by improving public service standards. Therefore, every public service organization is obliged to improve its standards. Low compliance with service standards Public disregard results in low service quality. This will sooner or later erode public trust in government officials. Decreased public trust is directly correlated with hampered investment growth (DahyarDaraba, 2021).

## 2. Research Methods

The type of research used in this study is explanatory research, which is associative in nature, aiming to determine the relationship between two or more variables (Sugiyono, 2018). This study aims to explain and test hypotheses with the aim of confirming or strengthening the hypotheses, with the hope that this will ultimately strengthen the theory used as a basis. In this case, the study examines the influence of service quality, public satisfaction, and public trust.

## 3. Results and Discussion

### 3.1. Convergent Validity

*Convergent Validity* From the measurement model with reflective indicators, it is assessed based on the correlation between item scores/component scores calculated using PLS. The individual reflective measure is said to be high if it correlates more than 0.70% with the construct being measured. However, according to Chin (1998) in Ghozali and Hengky (2015), for the initial research stage of developing a measurement scale for loading values.

### Discriminant Validity

*Discriminant Validity* The validity of a measurement model with indicator reflection is assessed based on the cross-loading of measurements with the construct. If the correlation

of a construct with a measurement item is greater than the measurement of other constructs, then this indicates that the latent construct predicts the measures in its block better than the measures in other blocks. Another method for assessing Discriminant Validity is to compare the Root Of Average Variance Extracted (AVE) value of each construct with the correlation between the construct and other constructs in the model. If the AVE value of each construct is greater than the correlation value between the construct and other constructs in the model, then it is said to have a good Discriminant Validity value (Fornell and Larcker, 1981 in Ghozali and Hengky, 2015). The following is the formula for calculating AVE:

Information : **AVE**: The average percentage of variance scores extracted from a set of latent variables estimated through standardized loading of its indicators in the algorithm iteration process in PLS: Symbolizes the standard loading factor and  $i$  is the number of indicators.

### Convergent Validity

Convergent validity occurs when the scores obtained from two different instruments that cover constructs that have a high correlation. Convergent validity tests in PLS with reflective indicators are assessed based on the loading factor (correlation between item scores or baseline scores with construct scores) of the indicators that measure the construct. (Hair et al., 2016) suggest that the rule of thumb commonly used to make an initial check of the factor matrix is  $\geq 0.30$  is considered to have met the minimum level, for loading  $\geq 0.40$  is considered better, and for loading  $> 0.50$  is considered practically significant. Thus, the higher the loading factor value, the more important the role of loading in interpreting the factor matrix. The rule of thumb used for convergent validity is outer loading  $> 0.7$ , cumulative  $> 0.5$  and Average Variance Extracted (AVE)  $> 0.5$  (Chin, 1995 in Abdillah & Hartono, 2015). Another method used to assess discriminant validity is to compare the root of the AVE for each construct with the correlation between the construct and other constructs in the model. A model has sufficient discriminant validity if the root of the AVE for each construct is greater than the correlation between the construct and other constructs in the model (Chin, Gopan & Salinsbury, 1997 in Abdillah & Hartono, 2015). AVE can be calculated using the following formula:

This is a reflexive measurement model where indicators are assessed based on cross-loading of measurements with constructs. If the correlation between constructs is high, it indicates their block size is superior to other blocks. Another method for assessing discriminant validity is by comparing the square root of average variance extracted (AVE) values.

### 3.2. Inner Model Analysis

Inner model analysis is also known as (inner relation, structural model, and substantive theory), which describes the relationship between latent variables based on substantive theory. Inner model analysis can be evaluated using the R-square for the dependent construct, the Stone-Geisser Q-square test for predictive relevance, and the t-test and significance of the structural path parameter coefficients (Stone, 1974; Geisser, 1975). Evaluating the inner model with PLS (Partial Least Square) begins by looking at the R-square

for each dependent latent variable. The interpretation is then the same as the interpretation in regression.

Changes in the R-square value can be used to assess the influence of certain independent latent variables on the dependent latent variable, whether they have a substantive influence. In addition to looking at the (R<sup>2</sup>) value, the PLS (Partial Least Square) model is also evaluated by looking at the Q-square value of predictive relevance for the constructive model. Q<sup>2</sup> measures how well the observed values are generated by the model and its parameter estimates. A Q<sup>2</sup> value greater than 0 (zero) indicates that the model has predictive relevance, whereas a Q<sup>2</sup> value less than zero (0) indicates that the model has less predictive relevance.

It is a specification of the relationship between latent variables (structural model), also called inner relation, describing the relationship between latent variables based on the substantive theory of the research. Without losing its general nature, it is assumed that the latent variables and indicators or manifest variables are on a zero-means scale and the unit variance is equal to one so that the location parameters (constant parameters) can be removed from the inner model. The resulting model is:

$$y_1 = b_1X_1 + e$$

$$y_2 = b_1X_1 + b_2y_1 + e$$

*Weight Relation*, the estimation of the case values of the latent variables, inner and outer models provide the specifications followed in the PLS algorithm estimation. After that, the definition of the weight relation is required. The case values for each latent variable are estimated in PLS as follows:

$$\xi_b = \sum_k b_{kb} W_{kb} X_{kb}$$

$$\eta_1 = \sum_i w_{ki} X_{ki}$$

Where is  $W_{kb}$  and  $W_{ki}$  is the kweight used to form estimates of endogenous ( $\eta$ ) and exogenous ( $\xi$ ) latent variables. The latent variable estimate is a linear aggregate of indicators whose weight values are obtained by the PLS estimation procedure as specified by the inner and outer models where the endogenous (dependent) latent variable is  $\eta$  and the exogenous latent variable is  $\xi$  (independent), while  $\zeta$  is the residual and  $\beta$  and  $\gamma$  are the path coefficient matrices.

*Inner* The model is measured using the R-square of exogenous latent variables with the same interpretation as regression. Q-square is predictive relevance for a construct model, measuring how well the observed values are generated by the model and also its parameter estimates. A Q-square value  $> 0$  indicates the model has predictive relevance.

, conversely, if the Q-square value  $\leq 0$  indicates the model has less predictive relevance. The Q-Square calculation is carried out using the formula:

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2) \dots (1 - R_p^2)$$

Where  $(1 - R_1^2)(1 - R_2^2) \dots (1 - R_p^2)$  is the exogenous R-square in the equation model. Assuming the data is freely distributed (distribution free), the structural model of the PLS predictive



approach is evaluated with R- Square for endogenous (dependent) constructs, Q-square test for predictive relevance, t-statistic with the significance level of each path coefficient in the structural model.

### Model Evaluation.

The measurement model or outer model with reflective indicators is evaluated by the convergent and discriminant validity of the indicators and the composite reliability for the indicator blocks. The structural model of the Auinner model is evaluated by looking at the percentage of variance explained by looking at the  $R^2$  for the exogenous latent construct using the Stone Gaiser Q Square test and also looking at the magnitude of the structural path coefficient. The stability of This estimate is evaluated using a t-statistic test obtained through a bootstrapping procedure.

### 4. Conclusion

The police institution is a key pillar of the public service system, tasked with maintaining security and order, and providing legal protection for the public. As public servants, the police provide a variety of essential services, including law enforcement through criminal investigations, arrests of perpetrators, and the provision of justice to victims. Furthermore, the police play a role in maintaining public order and security (Kamtibmas) through routine patrols, crowd control, and mediation of social conflicts to create a safe and orderly environment. The measurement model or outer model with reflective indicators is evaluated by the convergent and discriminant validity of the indicators and the composite reliability for the indicator blocks. The structural model of the Auinner model is evaluated by looking at the percentage of variance explained by looking at the  $R^2$  for the exogenous latent construct using the Stone Gaiser Q Square test and also looking at the magnitude of the structural path coefficient. The stability of This estimate is evaluated using a t-statistic test obtained through a bootstrapping procedure.

### 5. References

#### Journals:

- Akbar, A., & Sundoyo. (2021). SURVEI KEPUASAN MASYARAKAT (SKM) MANFAAT PEMBERIAN LAPTOP UNTUK 1 RT DI KABUPATEN KUTAI KARTANEGARA TAHUN 2020. *JEMI*, 21(1), 34–48.
- Alfaruki, D., Apep Mustofa, M., Faroji, R., & Hidayatullah, S. (2023). Pengaruh Kualitas Pelayanan Terhadap Kepercayaan Muzakki dengan Kepuasan Sebagai Intervening Variabel. In *Jurnal Ilmiah Manajemen Profetik* (Vol. 1, Issue 1).
- Alghfeli, A. H., Khalifa, G. S. A., Alareefi, N. A., Alkathiri, M. S., Alsaadi, T. A., & Alneadi, K. M. (2020). *The influence of Service Quality and Trust in Consultant on PMC performance in Public Sector* (Vol. 2, Issue 2). <https://www.city.edu.my/CUeJAR>
- Altuntas, S., & Kansu, S. (2020). An innovative and integrated approach based on SERVQUAL, QFD and FMEA for service quality improvement: A case study. *Kybernetes*, 49(10),

- 2419–2453. <https://doi.org/10.1108/K-04-2019-0269>
- Buck, C., Olenberger, C., Schweizer, A., Völter, F., & Eymann, T. (2021). Never trust, always verify: A multivocal literature review on current knowledge and research gaps of zero-trust. *Computers and Security*, 110. <https://doi.org/10.1016/j.cose.2021.102436>
- Cusumano, M. A., Kahl, S. j, & Suarez, F. F. (2008). Services, industry evolution, and the copetitive strategies of product firms. *Academy of Management Journal*, 51(2), 315–334. <https://doi.org/10.1002/smj>
- DahyarDaraba. (2021). PUBLIC TRUST WHAT, WHY AND HOW TO APPLY IT IN CREATING EXCELLENT SERVICE. *Palarch's Journal Of Archaeology Of Egypt/Egyptology*, 18(8), 1–10.
- Edi Kurniawan, Zulkarnain, & Purwanti Alwie, A. (2022). Pengaruh Kualitas Pelayanan Elektronik (E-Servqual) Terhadap Kepercayaan dan Kepuasan Masyarakat Pada Media. *Jurnal Daya Saing*, 8(3), 350–359.
- Embi, M. A. bin, & Widyasari, R. (2013). TEORI DAN MODEL PENGUKURAN KEPUASAN MASYARAKAT TERHADAP KEBERKESANAN SISTEM PELAYANAN PUBLIK. *TINGKAP*, IX(2), 178–192.
- Fauzan Saputra, M., & Antonio, F. (2021). THE INFLUENCE OF E-SERVICE QUALITY AND TRUST ON CUSTOMER SATISFACTION AND ITS IMPACT ON CUSTOMER LOYALTY (AN EMPIRICAL STUDY ON ONLINE SYARIAH BANKING IN INDONESIA). *JURNAL ILMIAH MANAJEMEN BISNIS DAN INOVASI UNIVERSITAS SAM RATULANGI*, 8(2), 533–554.
- Hameed, W. U., Nisar, Q. A., & Wu, H. C. (2021). Relationships between external knowledge, internal innovation, firms' open innovation performance, service innovation and business performance in the Pakistani hotel industry. *International Journal of Hospitality Management*, 92(April 2020), 102745. <https://doi.org/10.1016/j.ijhm.2020.102745>
- Herliani Putri Ratnaningsih, Yogi Suprayogi Sugandi, & Indra Aldila Wiradiputra. (2023). PENGARUH KUALITAS PELAYANAN DAN KEPERCAYAAN MASYARAKAT TERHADAP KEPUASAN DALAM PEMBUATAN E- KTP DI KECAMATAN COBLONG KOTA BANDUNG. *Journal Publicuho*, 6(1), 106–118. <https://doi.org/10.35817/publicuho.v6i1.96>
- Hermawan, W., Budiman, D., & Hutagaol, P. (2016). ANALISIS KEPUASAN MASYARAKAT TERHADAP KUALITAS PELAYANAN DALAM PENDAFTARAN TANAH PERTAMA KALI PADA KANTOR PERTANAHAN KABUPATEN BOGOR. In *Jur. Ilm. Kel. & Kons* (Vol. 9, Issue 1).
- Ho Voon, B., C Voon, J. E., & Kiat Teo, A. (2021). Individual Service Excellence for Better Performance: Evidences from MUET Students. *Journal of Creative Practices in Language Learning and Teaching (CPLT)*, 9(2), 126–139.
- Johnson, B. B. (1999). Exploring dimensionality in the origins of hazard-related trust. *Journal of Risk Research*, 2(4), 325–354. <https://doi.org/10.1080/136698799376763>
- Karpen, I. O., Bove, L. L., & Lukas, B. A. (2012). Linking Service-Dominant Logic and Strategic

- Business Practice: A Conceptual Model of a Service-Dominant Orientation. In *Journal of Service Research* (Vol. 15, Issue 1, pp. 21–38). <https://doi.org/10.1177/1094670511425697>
- Karpen, I. O., Bove, L. L., Lukas, B. A., & Zyphur, M. J. (2015). Service-dominant orientation: Measurement and impact on performance outcomes. *Journal of Retailing*, 91(1), 89–108. <https://doi.org/10.1016/j.jretai.2014.10.002>
- Kasinem. (2020). Pengaruh Kepercayaan dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Hotel Bukit Serelo Lahat. *Jurnal Media Wahana Ekonomika*, 17(4), 329–340.
- Kmieciak, R. (2020a). Trust, knowledge sharing, and innovative work behavior: empirical evidence from Poland. *European Journal of Innovation Management*. <https://doi.org/10.1108/EJIM-04-2020-0134>
- Kmieciak, R. (2020b). Trust, knowledge sharing, and innovative work behavior: empirical evidence from Poland. *European Journal of Innovation Management*. <https://doi.org/10.1108/EJIM-04-2020-0134>
- Kurniawan, E., & Purwanti Alwie, A. (2022). Pengaruh Kualitas Pelayanan Elektronik (E-Servqual) Terhadap Kepercayaan dan Kepuasan Masyarakat Pada Media. *Jurnal Daya Saing*, 8(3), 350–359.
- Larono, S. R. (2020). ANALISIS SURVEI KEPUASAN MASYARAKAT PADA PELAYANAN PERIJINAN DI DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU (DPMPTSP) KABUPATEN KEPULAUAN TALAUD. *Jemen Pendidikan Dan Ilmu Sosial*, 1(1), 18–33.
- Listyanto, A. (2012). PEMBAHARUAN REGULASI PENGADAAN BARANG DAN JASA PEMERINTAH (Reforma on Regula on of Goods and Services Government Procurement). *Jurnal Rechts Vinding: Media Pembinaan Hukum Nasional*, 1(1), 113–133. [www.kpk.go.id/modules/news/](http://www.kpk.go.id/modules/news/)
- Liu, N. C., & Lin, Y. T. (2019). High-performance work systems, management team flexibility, employee flexibility and service-oriented organizational citizenship behaviors. *International Journal of Human Resource Management*, 0(0), 1–38. <https://doi.org/10.1080/09585192.2019.1651374>
- Nashar. (2020). *Kualitas Pelayanan akan Meningkatkan Kepercayaan Masyarakat* (Vol. 1). Duta Media Publishing.
- Rahmawati, C., Fitriani, D., Haira, F., & Panorama, M. (2022). PENGARUH KUALITAS LAYANAN DAN KINERJA KARYAWAN TERHADAP KEPUASAN, KEPERCAYAAN, DAN LOYALITAS NASABAH (STUDI KASUS BANK MUAMALAT KANTOR CABANG PALEMBANG). *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(7), 1073–1088. <https://doi.org/10.54443/sibatik.v1i7.123>
- Ratna Sari, D., Kartikasari, D., & Herya Ulfah, N. (2021). Impact of Effective Communication on the Quality of Excellent Service and Patient Satisfaction in the Outpatient Department. *KnE Life Sciences*. <https://doi.org/10.18502/cls.v0i0.8883>



- Salim, M., Bachri, S., & Febliansa, M. R. (2018). Customer Satisfaction (Public Satisfaction) on Services in Administrative Village Office. *Asia Pacific Management and Business Application*, 007(01), 17–30. <https://doi.org/10.21776/ub.apmba.2018.007.01.2>
- Sany Ayu Citra, B., Setiono, B., Haposan Pangaribuan, C., & Francisca Lies Ambarwati, M. (2021). The Influence of Service Quality on Public Satisfaction and Public Trust: A Study on Jakarta Public Health Services during COVID-19 Pandemic. In *Management, and Social Studies* (Vol. 1, Issue 1). [www.jbms.site](http://www.jbms.site)
- Sarasvananda, I. B. G., Anwar, C., & Pasha, D. (2021). ANALISIS SURVEI KEPUASAN MASYARAKAT MENGGUNAKAN PENDEKATAN E-CRM (Studi Kasus : BP3TKI Lampung). *Z.A Pagar Alam*, 2(1), 1–9.
- Schilke, O., Reimann, M., & Cook, K. S. (2021). Trust in Social Relations. *Annual Review of Sociology*, 47, 239-259.
- Sharma, N., & Patterson, P. G. (1999). The impact of communication effectiveness and service quality on relationship commitment in consumer, professional services. *Journal of Services Marketing*, 13(2), 151–170. <https://doi.org/10.1108/08876049910266059>
- Sihotang, M., Hadinegoro, R., Sulastri, E., Rochmad, I., Cahyono, Y., & Purwanto, A. (2022). *HOSPITALS CUSTOMER E-LOYALTY: HOW THE ROLE OF E- SERVICE QUALITY, E-RECOVERY SERVICE QUALITY AND E- SATISFACTION ?* (Vol. 1, Issue 1).
- Sugiyono. (2018). Metode Penelitian Metode Penelitian. *Metode Penelitian*, 22–34. Valarie A Zeithaml, A Parasuraman, & Leonard L Berry. (2000). Measuring the quality of relationship in customer service: An empirical study. . *Journal of Marketing* .
- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service quality delivery through web sites: A critical review of extant knowledge. In *Journal of the Academy of Marketing Science* (Vol. 30, Issue 4, pp. 362–375). <https://doi.org/10.1177/009207002236911>

#### Books:

- Dwiyanto, A. (2008). *Mewujudkan Good Governance melalui Pelayanan Publik*. Gadjah Mada University Press.
- Ghozali. (2018). *Metode penelitian*. 35–47.
- Hair, J. F. (1995). *MultiVariate Data Analysis*. Jakarta:Gramedia Pustaka Utama.
- Sahuri, C. (2009). *Membangun Kepercayaan Publik melalui Pelayanan Publik yang Berkualitas*.