

Increasing Public Trust Through Excellent Service and Service Satisfaction at the Semarang Customs Type A KPPBC Office.

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Abstract. *This study is an associative explanatory research aimed at analyzing the relationships among variables within a public service model, particularly the influence of excellent service on public satisfaction and trust. The research population consists of all human resources at the Customs and Excise Supervision and Service Office Type Madya Pabean a Semarang, both civil servants (ASN) and non-civil servants (Non-ASN), totaling 203 individuals. This population was selected due to its relevance to the research focus and the accessibility of data collection. The sample size was determined based on the general rule requiring at least five to ten times the number of questionnaire items. With a total of 15 items, the minimum required sample was 150 respondents; Therefore, this study involved 150 service users of the Customs and Excise Supervision and Service Office Type Madya Pabean a Semarang. The sampling technique employed was non-probability sampling using a convenience sampling approach, selected based on considerations of time and cost efficiency and ease of reaching respondents aligned with the research needs. The research instrument used a 1–5 Likert scale ranging from Strongly Disagree to Strongly Agree. Data analysis was carried out using Partial Least Square (PLS) to test the relationships among variables in the research model. The results indicate that excellent service has a positive and significant effect on public trust. In addition, excellent service is proven to have a positive and significant effect on public satisfaction. Further findings confirm that public satisfaction also has a positive and significant effect on public trust. Overall, this study emphasizes that improving service quality is a key factor in building satisfaction as well as strengthening public trust in service institutions.*

Keywords: *Excellent; Public; Service; Trust.*

1. Introduction

Public trust in Excellent Service is one of the main indicators in assessing the effectiveness of a public institution, including the customs and excise office. This trust plays a crucial role in building better relationships between the institution and the public. Good Excellent Service not only increases public satisfaction but also serves as a tool to build a positive image of the institution in the public eye. Conversely, inadequate service can damage public trust and

affect the institution's image. Therefore, measuring Excellent Service and public satisfaction is crucial for assessing the performance of an institution, especially a public institution like the Semarang Type A Customs Office.

The Semarang Type A Customs Office (KPPBC) plays a crucial role in overseeing and providing services in the customs and excise sector. This institution not only provides administrative services but also oversees the smooth flow of goods and money entering and leaving Indonesia, particularly in Semarang. With this significant responsibility, this office faces the challenge of providing fast, accurate, transparent, and accountable services. Good service, in terms of speed, accuracy, and convenience, will directly impact the level of satisfaction of the public who interact with this institution.

The success of the Semarang Type A Customs and Excise Office (KPPBC) in providing quality services will depend heavily on how well it meets public expectations. People who are satisfied with the services provided will tend to have a high level of trust in the institution. This public trust, in turn, can strengthen the institution's legitimacy and strengthen the relationship between the institution and the community. However, if the Prime Service provided is inadequate or does not meet public expectations, satisfaction levels will decline and public trust in the institution will be undermined.

Public satisfaction with Excellent Service at the Semarang Type A Customs Office is very important because it reflects the extent to which this institution has succeeded in carrying out its duties well. This study aims to explore more deeply the relationship between public trust in Excellent Service and the level of public satisfaction at the Semarang Type A Customs Office. Through this study, it is hoped that deeper insights can be found into the factors that influence public perception of the services provided, as well as how this contributes to improving the quality of service and the public image of the institution.

The results of this study are expected to significantly contribute to the management of the Semarang Type A Customs and Excise Office (KPPBC) in formulating strategies for service improvement and innovation. Furthermore, this research can serve as a reference for increasing transparency and accountability in public services, which will ultimately strengthen public trust in this institution.

In addition, public satisfaction is an important indicator in assessing the excellent service provided. (Alumran et al., 2020) Public satisfaction is data and information that describes the level of public satisfaction based on quantitative and qualitative measurements of their opinions about the services received from public service providers. Building public trust can be difficult in today's online environment, where almost all services are application-based. (Lapiente & Van de Walle, 2020). Consumer trust is all the knowledge that consumers have and all the conclusions that consumers make regarding objects, attributes and benefits. (Rahman et al., 2021).

Many factors can increase public trust in a product or service. These factors include: customer satisfaction, product innovation, and organizational performance.(Fauzan Saputra & Antonio, 2021a).

Many factors can increase public trust in a product or service. These factors include: customer satisfaction, product innovation, and organizational performance.(Dian Hari Efendi et al., 2022).

One of the most commonly used multidimensional instruments to assess service quality from a consumer perspective is the Service Quality Gap model.(Prakash, 2019)This model measures the gap in Excellent Service from six dimensions, namely: tangibility, responsiveness, reliability, empathy, assurance, and access. The SERVQUAL model suggested byParasuraman et al (1985)is a valid tool for measuring service quality in various sectors including commercial or industrial businesses, non-profits, and government-owned organizations.

Research related to the role of trust in increasing consumer satisfaction is still very limited and leaves several controversies, including: (Ata et al., 2021)states that trust is one of the determinants of consumer satisfaction. The results of the study show that trust has a positive and significant effect on online customer satisfaction.(Rahmawaty et al., 2021)However, these results differ from the findings(Sudaryana, 2020)which shows that trust has a positive but not significant influence on consumer satisfaction.

Furthermore, research on the relationship between Excellent Service and customer satisfaction remains controversial. Service quality has a significant relationship with increasing customer satisfaction.(Herliani Putri Ratnaningsih et al., 2023), Whereasresearch results show that Excellent Service does not have a significant effect on Consumer Satisfaction(Kasinem, 2020).

Service performance has a significant impact in shaping consumer satisfaction.(Khoi, 2019)An organization that successfully carries out its duties and responsibilities effectively tends to build strong public trust. Consistent service quality, transparency, and the ability to meet public expectations are key factors in building public satisfaction.

2. Research Methods

The type of research used is associative explanatory research, which aims to determine the relationship between two or more variables (Sugiyono, 2012). This research aims to explain testing hypothesis with the aim of confirming or strengthening the hypothesis with the hope of strengthening the theory used the basis. In this case, it is to test the influence of Excellent Service, Public Trust, and Public Satisfaction. Source this research data includes primary and secondary data. Primary data is data obtained directly from the object. (Widodo, 2017). The main data from this study include: Excellent Service, Public Trust and Public Satisfaction. Secondary data is data obtained from other parties, this data includes the number of

employees, the number of services provided and reference materials related to the variables studied in this research.

3. Results and Discussion

3.1. Respondent Description

The research was conducted by distributing questionnaires to the community receiving services from the Semarang Type A Customs and Excise Supervision and Service Office. The questionnaire distribution was carried out from October 6 to 19, 2025. The results of the questionnaire distribution obtained all questionnaires complete and suitable for further processing. Next, the initial stage was a descriptive analysis of the characteristics of the respondents with the aim of presenting a systematic summary of the demographic characteristics and other attributes inherent in the respondents. The results of the descriptive analysis of the respondents will be presented based on the characteristics that have been determined as follows.

1) Gender

The characteristics of the community who were respondents in this study can be explained based on gender factors as follows.

Table Respondent Characteristics Data by Gender

Gender	Frequency	Percentage
Man	103	68.7
Woman	47	31.3
Total	150	100.0

Source: Data processing results, 2025.

Based on Table it can be seen that the majority of respondents were male, 103 (68.7%), while 47 (31.3%) were female. This dominance of male respondents may reflect that service users at the Semarang Type A Customs and Excise Supervision and Service Office mostly come from business sectors or customs activities that are indeed largely managed by male business actors, such as logistics, export-import, and medium-scale trading businesses. This proportion provides an illustration that the perception and experience of Customs and Excise services in this study are more represented by the male group, so that service preferences, communication patterns, and perceived service styles likely follow the general characteristics of these dominant users.

2) Age

The characteristics of the community who were respondents in this study can be explained based on age factors as follows.

Table Respondent Characteristics Data by Age

Age	Frequency	Percentage
21 - 30 years old	56	37.3

31 - 40 years old	58	38.7
41 - 50 years old	22	14.7
51 - 60 years	14	9.3
Total	150	100.0

Source: Data processing results, 2025.

The data presented in Table shows that the age distribution of respondents is quite even, with a predominance of productive age groups. The 31–40 age group dominates with 58 (38.7%), followed by the 21–30 age group with 56 (37.3%), then the 41–50 age group with 22 (14.7%), and finally the 51–60 age group with 14 (9.3%). These findings indicate that users of Customs and Excise services in Semarang are predominantly productive age groups who are actively running businesses, customs activities, or company administration. The productive age group tends to have high expectations for the speed, accuracy, and certainty of public services. Therefore, their level of satisfaction and trust is an important indicator of the performance of Customs and Excise services, considering that this age group has a relatively high frequency and need for services.

3) Last education

The characteristics of the community who were respondents in this study can be explained based on the most recent educational factor as follows.

Table Respondent Characteristics Data According to Last Education

Education	Frequency	Percentage
High School/Vocational School	70	46.7
Diploma	24	16.0
S1	51	34.0
S2	5	3.3
Total	150	100.0

Source: Data processing results, 2025.

The education levels of respondents, as shown in Table, indicate that service users have diverse educational backgrounds. The largest group comprised high school/vocational school graduates (70) (46.7%), followed by bachelor's degree graduates (51) (34.0%), diploma graduates (24) (16.0%), and master's degree graduates (5) (3.3%). The predominance of high school/vocational school graduates indicates that Customs and Excise services are used not only by professionals or academics, but also by operational business actors such as MSME entrepreneurs, consignment services, logistics workers, and individuals who handle customs documents directly. Meanwhile, the proportion of users with higher education (bachelor's and master's degrees) reflects the involvement of company staff, logistics managers, exporters, or consultants familiar with international trade administration. This variation in educational levels indicates that the quality of Customs and Excise services must be able to reach various groups with varying administrative abilities.

The research data was obtained from questionnaires, which included respondents' responses to the variables in this study. Information regarding respondents' tendencies in responding to the indicators used to measure the research variables can be obtained through descriptive analysis. The data was explained by assigning a weighted assessment to each statement in the questionnaire.

Respondents' assessments in the questionnaire were given on a Likert scale of 1-5, namely: Strongly Agree (SS) with a score of 5, Agree (S) with a score of 4, Quite Agree (CS) with a score of 3, Disagree (TS) with a score of 2, and Strongly Disagree (STS) with a score of 1. Furthermore, from this scale, the data will be grouped into three categories. To determine the score criteria for each group, it can be calculated as follows:(Sugiyono, 2017):

Highest score = 5

Lowest score = 1

Range = Highest score – lowest score = 5 - 1 = 4

Class interval = Range / number of categories = 4/3 = 1.33

Based on the size of the class interval, the criteria for the three categories are: low category, score = 1.00 – 2.33, medium category, score = 2.34 – 3.66 and high/good category, with a score of 3.67 – 5.00. The complete calculation results for each indicator are presented below:

Tabell DesResearch Variable Thesis

No	Variables and indicators	Mean	Standard Deviation
1	Excellent service	3.97	
	a. tangibility,	4.01	0.87
	b. reliability,	3.95	0.88
	c. responsiveness,	4.00	0.85
	d. assurance,	3.92	0.87
	e. empathy	3.95	0.88
2	Public satisfaction	4.13	
	a. ease of procedure,	4.17	0.74
	b. clarity of requirements,	4.14	0.71
	c. officer discipline,	4.07	0.70
	d. officer capabilities,	4.15	0.75
	e. speed of service,	4.11	0.71
	f. environmental comfort.	4.17	0.72
3	Public trust	4.11	
	a. Competence,	4.21	0.74
	b. Transparency,	4.11	0.68
	c. Public interest,	4.12	0.71
	d. Honesty	4.01	0.77

The data presented in Table above shows that the average value of the Excellent Service variable is 3.97, which is included in the high category, indicating that the public assesses the

quality of service provided by Semarang Customs as good and meets expectations. The indicator with the highest value is tangibility ($X1_1 = 4.01$), indicating that physical evidence aspects such as infrastructure, service facilities, completeness of service rooms, and the appearance of officers are considered the best by the public. This shows that a comfortable and representative service environment can increase positive perceptions of the agency's performance. Conversely, the indicator with the lowest value is assurance ($X1_4 = 3.92$). Although still in the high category, this value indicates that the public still desires improvements in aspects of service assurance, such as the accuracy of information, certainty of processing time, and a sense of security in interacting with officers. Overall, the consistently high ratings across all indicators indicate that Semarang Customs services are generally professional, fast, and able to meet the expectations of service recipients.

The average Public Satisfaction Score of considered high, indicates that the public is satisfied with the services provided. The indicators with the highest scores are ease of procedure and environmental comfort, each with a mean score of This indicates that service procedures are considered easy to understand and straightforward, while the service room atmosphere is considered comfortable, orderly, and supportive of an effective service process. Meanwhile, the indicator with the lowest score is officer discipline with a mean score of 4.07. Although still in the high category, this score indicates that some people still expect improvements in aspects of punctuality, officer consistency in carrying out duties, and compliance with service operational standards. These findings indicate that Semarang Customs has been able to build satisfactory service quality, but still needs to maintain discipline stability to ensure service quality does not vary.

The average Public Trust score of which is considered high, indicates that the public has a strong level of trust in the integrity, performance, and service commitment of Semarang Customs. The indicator with the highest score is competence ($Y2_1 = 4.21$), which means the public assesses officers as having good competence, capable of providing services according to regulations, understanding customs procedures, and providing clear and convincing explanations. The indicator with the lowest score is honesty ($Y2_4 = 4.01$). Although still in the high category, this finding indicates that the public still desires greater assurance regarding process transparency, officer integrity, and freedom from potential abuse of authority. In general, high scores on all indicators reflect that Customs has succeeded in building an image of a professional, clean, and publicly trusted institution.

In structural model analysis, or inner model analysis, hypotheses can be tested using t-statistics. In this case, data processing was performed using SmartPLS v4.1.0 software. The results of this data processing are shown in the following figure:

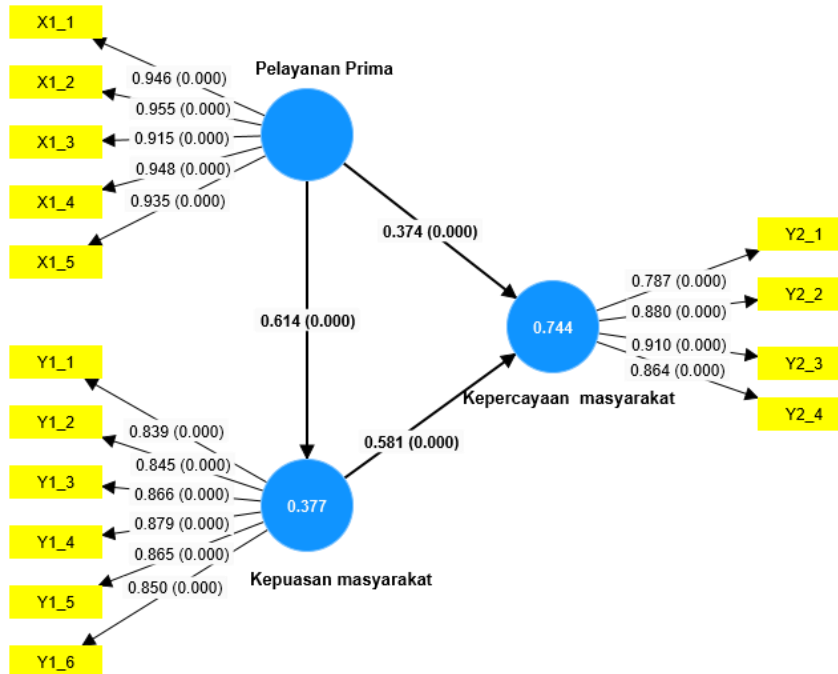


Figure Inner Model SEM-PLS

Source: Results of data processing with Smart PLS 4.0 (2025)

The test results can be seen from the output of the structural model on the significance of the loading factor which explains the influence of the Excellent Service construct on Public Trust through the mediation of Public Satisfaction as an intervening variable.

1) Direct Influence Analysis

Research hypothesis testing was conducted to determine whether the hypothesis was accepted or not. The testing procedure was carried out by comparing the calculated t-test with the t-table, assuming that the calculated t-test is greater than the t-table. The t-table value for a 5% significance level is 1.96. The following table shows the results of the test of influence between variables using Partial Least Squares analysis.

Table Path Coefficients Direct Influence

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Public satisfaction -> Public trust	0.581	0.582	0.056	10,472	0.000
Excellent Service -> Public Trust	0.374	0.373	0.057	6,578	0.000
Excellent Service -> Public Satisfaction	0.614	0.616	0.053	11,513	0.000

Source: Results of data processing with Smart PLS 4.1.0 (2025)

Based on the results of the data processing presented above, the testing for each research

hypothesis can be explained further, namely:

a. Hypothesis Testing 1:

In testing hypothesis 1, the original sample estimate value of the influence of excellent service on public trust was obtained at 0.374. This value indicates that Excellent Service has a positive effect on public trust. This result is also supported by the t-test value obtained at $6.578 > t$ table 1.96 and the significance value $p(0.000) < 0.05$, so it can be said that there is a positive and significant influence of Excellent Service on public trust. Thus, the first hypothesis which states that "The better the service provided, the better public trust will be" can be accepted.

b. Hypothesis Testing 2:

Based on the test results, the original sample estimate value for the influence of excellent service on public satisfaction was 0.614. This value indicates that excellent service has a positive influence on public satisfaction. The t-test value of $11.513 > t$ table 1.96 and the significance value of $p(0.000) < 0.05$, thus proving that there is a positive and significant influence of excellent service on public satisfaction. Thus, the second hypothesis which states that "The better the service provided, the better public satisfaction" can be accepted.

c. Hypothesis Testing 3:

The results of the hypothesis testing show that the original sample estimate value of the influence of public satisfaction on public trust is 0.518, which means that public satisfaction has a positive effect on public trust. These results are supported by the t-test value of $10.472 > t$ table 1.96 and the significance value of $p(0.000) < 0.05$, so it can be said that public satisfaction has a positive and significant effect on public trust. Thus, the third hypothesis which states that "The higher public satisfaction, the higher public trust" can be accepted.

A summary of the results of the hypothesis testing in this study is presented in full in table.

Table Summary of Hypothesis Test Results

	Hypothesis	t value	p-value	Conclusion
H1	<i>The better the service provided, the better the public trust will be.</i>	6,578	0.000	Accepted
H2	<i>The better the service provided, the better the public satisfaction will be.</i>	11,513	0.000	Accepted
H3	<i>The higher the public satisfaction, the higher the public trust.</i>	10,472	0.000	Accepted

Note: The hypothesis is accepted if $t > 1.96$ and $p \text{ value} < 0.05$

Source: Results of data processing with Smart PLS 4.1.0 (2025)

2) Analysis of the Indirect Influence of Excellent Service on Public Trust through the Mediation of Public Satisfaction

In this case, the indirect effect test was conducted to determine the influence of the Excellent Service variable on the Public Trust variable indirectly through the intervening variable, namely Public Satisfaction. This influence is depicted in the following path diagram:

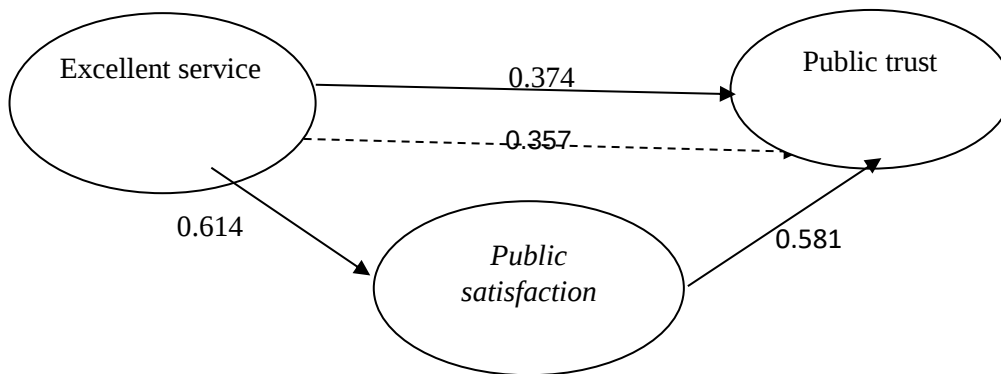
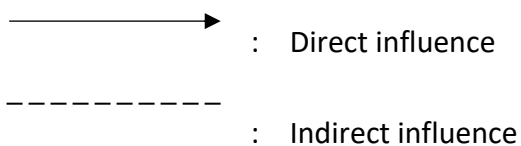


Figure Path Coefficient of Influence of Excellent Service on Public Trust through Public Satisfaction

Information :



The results of the indirect influence test from the calculation results with smartPLS can be presented in the following table.

Table Indirect Effect Test Results

	Original sample	T statistics	P values	Information
Excellent Service -> Public Satisfaction -> Public Trust	0.357	8.107	0.000	Significant

Source: Results of data processing with Smart PLS 4.1.0 (2025)

The test results show that the coefficient value of the mediation path of Excellent Service on Public Trust through Public Satisfaction is 0.357. This value indicates a positive influence of Excellent Service on Public Trust through increasing Public Satisfaction. This influence is strengthened by the t-test value of 8.107 > t table 1.96 and the significance value of p (0.000) < 0.05, so it can be concluded that the mediation influence is significant. This means that excellent service has a positive and significant influence on public trust through Public Satisfaction.

The excellent service provided by the Semarang Type A Customs and Excise Supervision and Service Office plays a crucial role in shaping public satisfaction, as the fast, friendly, transparent, and professional quality of service is able to meet and even exceed the

expectations of service users. When the public perceives that procedures are clear, officers are responsive, and there are no obstacles in the service process, they will experience a high level of satisfaction. This satisfaction then becomes the basis for the emergence of public trust, because consistent positive experiences make them assess Customs and Excise as a credible, fair, and reliable agency. Thus, excellent service not only has a direct impact on improving the service experience, but also indirectly strengthens public trust through increased satisfaction as a mediating variable.

3.2. Discussion

1) The influence of excellent service on public trust

This study proves that excellent service has a positive and significant impact on public trust. This result is also supported by Previous research results show that service quality significantly predicts trust (Alghfeli et al., 2020).

Excellent service in this study it was measured from the reflection of five indicators namely the indicators of Tangibility, Reliability, Responsiveness, Assurance, and Empathy. These five aspects have been proven to be able to increase public trust. In this study it was measured from the reflection of four indicators namely indicators *Competence, Transparency, Public interest, and Honesty*.

The Excellent Service variable shows that Reliability is the indicator with the highest outer loading value, while the Public Trust variable has the highest value, namely Public Interest. This finding confirms that the higher the level of service reliability, the greater the public's interest and attention in the institution. This means that reliable service builds positive public perception, so that people feel confident that the services provided are stable, accurate, and trustworthy, which ultimately increases public interest in continuing to use those services.

On the other hand, the indicator with the lowest outer loading value in Excellent Service was Responsiveness, while the indicator with the lowest value in Public Trust was Competence. These results indicate that increased responsiveness contributes to an increased perception of institutional competence. This means that the faster and more responsive the service is, the stronger the public's belief that officials possess adequate skills, knowledge, and professionalism. Therefore, good responsiveness not only improves the quality of service interactions but also strengthens the image of institutional competence in the public eye.

2) The influence of excellent service on public satisfaction

This study proves that excellent service has a positive and significant impact on public satisfaction. This result is also supported by Study previous research which shows that service quality has a significant influence on customer satisfaction. (Rahmawati et al., 2022).

Excellent service in this study it was measured from the reflection of five indicators namely indicators *Tangibility, Reliability, Responsiveness, Assurance, Emphaty*. These five aspects

have been proven to be able to improve public satisfaction in this study it was measured from six indicators namely indicators Ease of procedures, Clarity of requirements, Discipline of officers, Ability of officers, Speed of service, and Comfortable environment.

The research findings show that the primary indicator that best represents the Excellent Service variable is Reliability, while the Public Satisfaction variable is most strongly reflected through the Officer Competence indicator. These findings indicate that the more consistent, precise, and reliable the service provided, the better the officer's competence and professionalism in providing it. In other words, trustworthy service will encourage officers to work more skillfully, accurately, and effectively, resulting in a higher level of public satisfaction. This means that reliability is not only a standard of service quality but also a foundation that strengthens officer performance in meeting public needs and expectations.

Meanwhile, the indicator with the lowest contribution to the Excellent Service variable is Responsiveness, and to the Public Satisfaction variable is Ease of Procedure. This relationship indicates that when officers' ability to respond quickly, responsively, and proactively increases, public perception of the ease of undergoing service procedures will also improve. In other words, increasing officer responsiveness can reduce the perception of procedural complexity, speed up the service flow, and make the public feel the process is simpler and less burdensome. This means that even though the contribution of both is the lowest, increasing responsiveness still has significant potential to improve the perception of ease of procedures and strengthen the overall service experience.

3) The Influence of Public Satisfaction on Public Trust

This study proves that public satisfaction has a positive and significant effect on public trust. This result is also supported by previous studies which showed that satisfaction has a direct positive and significant influence on trust. (Marwanah & Shihab, 2022).

Public satisfaction in this study it was measured from six indicators namely indicators Ease of procedures, clarity of requirements, officer discipline, officer competence, speed of service, and environmental comfort. These five aspects have been proven to increase public trust. In this study it was measured from the reflection of four indicators namely indicators *Competence, Transparency, Public interest, and Honesty*.

Public satisfaction showed the highest outer loading value for the Officer Ability indicator, while the Public Trust variable had the highest outer loading value for the Public Interest indicator. These findings indicate that improving officer capabilities directly strengthens public interest and attention in an institution. This means that the higher the officer's competence in providing services, the greater the public's trust and interest in interacting with and relying on those services.

On the other hand, the indicator with the lowest outer loading value in the Public Satisfaction variable was Ease of Procedure, while the lowest indicator in the Public Trust variable was

Competence. This relationship suggests that simplifying service procedures can improve public perceptions of institutional competence. This means that the easier service procedures are to access and understand, the stronger the public's belief that the institution possesses reliable professional capabilities to meet public needs.

4. Conclusion

This study reveals that excellent service not only impacts increased public satisfaction but also contributes directly and indirectly to strengthening public trust. Therefore, improving service quality is a strategic step for public institutions to build more solid, trustworthy, and sustainable relationships with the public. These findings confirm that excellent service plays a crucial role in shaping public assessments and perceptions of the quality of services provided by public institutions. The conclusions supporting the hypothesis are as follows: Excellent service has a positive and significant impact on public trust. This finding confirms that the better the quality of service provided, the greater the public's confidence in the institution's competence and integrity. Excellent service also has a positive and significant impact on customer satisfaction. This means that improving service quality directly increases the level of satisfaction of customers as service recipients. Public satisfaction has a positive and significant impact on public trust. This finding confirms that a satisfactory service experience is a crucial foundation for building public trust, as citizens perceive institutions as consistently meeting their needs and expectations.

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