



The Effect Of Excellent Service On Public Satisfaction In Jalaksana Subdistrict

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Abstract:

Background, Public services are one of the government's responsibilities that must be carried out to meet the needs of the public. In daily life, the public constantly relies on the services provided by government agencies. Good service is one indicator of the government's success in carrying out its duties. When the public feels that their lives are made easier and they receive satisfactory service, their trust in the government will increase.

Aims, This study aims to determine the extent of the impact of excellent service on public satisfaction.

Methods, This study employs a quantitative method involving 56 respondents selected from a population of 70 people using convenience sampling. Data were collected through questionnaires, observation, documentation, and literature study. The data were analyzed using validity and reliability test, simple linear regression analysis, and hypothesis testing (t-test).

Result, The research results indicate that all statements in the questionnaire were found to be valid and reliable, making them suitable for use as a research instrument. Based on the results of the hypothesis test, a calculated t-value of 4.359 was obtained, which is greater than the critical t-value of 2.004, with a significance level of 0.000—less than 0.05. These results indicate that excellent service has a positive and significant effect on public satisfaction.

Conclusion, It can be concluded that excellent service has a significant impact on public satisfaction in Jalaksana Subdistrict. Therefore, service quality must continue to be improved so that the public feels comfortable, trusts the government, and is satisfied with the services provided.

Keywords: Excellent Service, Community Satisfaction, Jalaksana Subdistrict



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INTRODUCTION

Public services are one of the government's responsibilities in meeting the needs of the community. In their daily lives, people rely on services provided by government agencies. These include civil registration, correspondence, document legalization, permit recommendations, and other services. Therefore, the quality of public services is crucial because it directly impacts the public's interests. Good service makes it easier for people to meet their needs, while poor service can lead to complaints and dissatisfaction with government agencies.

These days, the public has increasingly high expectations for better public services. As times change, people are becoming more aware of their rights as service users. People don't just come to receive services; they also want services that are fast, easy, friendly, clear, and straightforward. In addition, the public also expects certainty regarding service times so that their administrative matters can be completed on time. This situation makes it necessary for every government agency to improve the quality of its services in order to meet public expectations.

Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform No. 14 of 2017 concerning Guidelines for Conducting Public Satisfaction Surveys by Public Service Providers stipulates that every public service provider is required to conduct a Public Satisfaction Survey periodically, at least once a year. The results of these surveys are used as a basis for evaluating and improving service quality so that public services better meet the public's expectations. (Peraturan Menteri Pendayagunaan Aparatur Negara Dan Reformasi Birokrasi Nomor 14 Tahun 2017, n.d.)

Excellent service is one of the hallmarks of a government's success in carrying out its duties. When the public feels that their lives are made easier and that they are well served, trust in the government will grow. Conversely, if the public feels that they are being made to jump through hoops, have to wait too long, or receive unfriendly service, this can lead to a negative perception of public service institutions. Therefore, the services provided by government employees must be delivered in a professional and responsible manner.

One of the most important aspects of public service is providing the best possible service. According to Atep Adya Barata, excellent service is the best service provided to customers or the public to meet their expectations and needs. Good service places great

emphasis on the attitude of employees, attention to the public, the ability to provide service, prompt action, responsibility, and appearance when serving the public. Good service is not only about the results achieved, but also about how that service is delivered to the public. The attitude of employees when serving the public is very important because people will feel more comfortable if they are served in a friendly and communicative manner.

Public satisfaction is one of the indicators that can be used to measure the quality of public services. Satisfaction refers to the feeling of pleasure or disappointment experienced by individuals after they compare their expectations with the results they receive (Kotler & Keller, 2015). In public services, the public will be satisfied if the service provided meets their expectations or even exceeds them. Conversely, if the service provided does not meet expectations, the public will feel disappointed and dissatisfied with that service

The subdistrict is one of the government institutions closest to the community in providing public services. It is where residents go to handle various administrative matters related to their daily lives. Therefore, the quality of services at the subdistrict level greatly influences the public's perception of the government. Subdistricts must be able to provide good and prompt services so that residents feel supported in managing their various needs.

Jalaksana Subdistrict is one of the subdistricts with a high volume of public service activities. This subdistrict provides daily services to residents from various villages who have a wide range of administrative needs. The large number of people coming to handle various matters requires the subdistrict office to provide quality service so that all service processes can run smoothly. Quality service is crucial because the public wants to receive services that are fast, convenient, and do not complicate the administrative processes they are going through. Quality service is crucial because the public wants to receive services that are fast, convenient, and do not complicate the administrative processes they are going through.

In reality, public services in Jalaksana Subdistrict still face several issues. Based on conditions on the ground, some residents continue to complain that service processes take a long time, especially when the number of people visiting increases. This situation forces people to wait longer to receive the services they need. In addition, some people

still feel they do not fully understand how the services work because the information provided is not entirely clear and easy to understand. The services provided by the subdistrict office.

Another issue that has emerged is that some members of the public feel that the services provided do not fully address their needs. In some cases, people feel that the services provided are still slow, causing administrative processes to take longer than desired. This may be influenced by the number of people who come in each day, the limited number of staff available to serve them, and the fact that administrative processes must be carried out in stages. Such circumstances can affect the public's satisfaction with the services provided by the subdistrict office.

In addition, the condition of service facilities is also a concern for the public. Waiting rooms that are often crowded can make the atmosphere less comfortable, especially during peak service hours. Facilities that support services but are not yet fully operational can also affect the public's comfort while receiving services. The public certainly wants a service environment that is orderly, comfortable, and facilitates the service process so that they feel more at ease while handling administrative matters.

The attitude of employees in providing services is also a major concern for the public. In public service, people are not only looking for the results of the service but also expect to be treated well by the staff providing it. People will be happier if employees can provide service that is friendly, polite, and approachable. However, in practice, there are still differing opinions among the public regarding the quality of service provided by employees in the Jalaksana Subdistrict. Some people feel that the current service is good enough, but others still feel that it does not fully meet the public's expectations.

The Jalaksana Subdistrict is also continuing its efforts to improve services for the community. Subdistrict officials are striving to provide better services by enhancing work discipline, improving service delivery methods, and offering more courteous and efficient services to the community. These efforts demonstrate that the subdistrict administration is committed to improving services for the community. However, these efforts still need to be evaluated to determine whether the services provided are already satisfactory to the community or if there are still shortcomings that need to be addressed.

Research on excellent service and public satisfaction has been conducted at

various public service institutions. Previous research generally indicates that good service has an impact on public satisfaction. Prompt, accurate, easy-to-understand service delivered with a friendly attitude can increase public satisfaction with public services. However, the results of previous research cannot be directly applied to the circumstances at every service agency. This is because each agency has its own unique service characteristics, community context, number of service users, and service-related challenges.

The research gap in this study lies in the subjects studied and the service conditions examined. Previous research has primarily been conducted in village offices, subdistrict offices, hospitals, and other government agencies. Meanwhile, this study was conducted in Jalaksana Subdistrict, which has service conditions that differ from those of other agencies. Furthermore, there is still very little research that specifically examines how quality service affects community satisfaction in Jalaksana Subdistrict. Therefore, this study is crucial for understanding the state of service delivery in Jalaksana Subdistrict and the extent to which quality service can influence community satisfaction.

In addition to the research gap, this study also identified a service gap. The public expects services that are fast, clear, convenient, and easy to access; however, in practice, several issues persist, such as lengthy service processes, unclear information, long lines, and some individuals who feel that the services are not yet fully responsive. The discrepancy between the public's expectations and the reality of the services they receive indicates that there are still areas that need improvement in public services in Jalaksana Subdistrict.

This study is important because excellent service will have a positive impact on public satisfaction and the government's image in the eyes of the public. If the public is satisfied with the services provided, their trust in the government will also increase. Conversely, if the services provided are unsatisfactory, the public may give the agency a poor rating. Therefore, improving service quality is a crucial step that the Jalaksana Subdistrict must take to ensure that services to the public run more smoothly.

Based on this information, the researcher intends to conduct a study on how excellent service affects public satisfaction in Jalaksana Subdistrict. This study is expected to provide insight into the impact of excellent service on public satisfaction in

Jalaksana Subdistrict and to determine the extent to which high-quality service can influence the satisfaction of the public as service users. It is hoped that the results of this study will serve as a basis for the subdistrict authorities to improve public satisfaction.

Table 1. Previous Research on Excellent Service and Public Satisfaction

No	Researcher	Research Title	Research Method	Similarities	Differences
1	Agvis (2021)	The Effect of Service Quality Dimensions on Community Satisfaction at the Duren Village Office in Klakah Subdistrict	Quantitative	Discussing public services and satisfaction	Focus on service quality
2	Alfionita & Gunawan (2020)	The Effect of Public Service Quality on Community Satisfaction at the Jayanti Subdistrict Office	Quantitative	Subdistrict Objectives and Community Satisfaction	Using SERVQUAL
3	Apriyanti (2025)	The Effect of Excellent Service on Patient Satisfaction at Dr. Djasamen Saragih Regional General Hospital	Quantitative	Discussing excellent service and customer satisfaction	Hospital facilities
4	Debora (2016)	The Impact of Excellent Service and Professionalism on Public Satisfaction	Quantitative	Excellent service and public satisfaction	Adding the Variable of Professionalism
5	Handayani (2023)	The Effect of Service Quality on Customer Satisfaction	Quantitative	Discussing service quality	Focus on customers, not the general public
6	Herawati (2022)	The Impact of Excellent Service on Customer Satisfaction	Quantitative	Discussing excellent service and customer satisfaction	Purpose of the company
7	Khumayah, Wulandari, & Yani (2025)	The Effectiveness of the Regional Technical Implementation Unit in Improving Public Services	Quantitative	Discussing public services	Focus on the Effectiveness of UPTDs
8	Lucyana, Azkiya, Safira, Khumayah, & Imawan (2024)	Public Service Transformation: Improving the Service Quality of Regional Public Companies	Quantitative	Discussing the quality of public services	Focus of regional companies
9	Naufal et al. (2025)	The Impact of Excellent Service in Immigration Services on Public Satisfaction	Quantitative	Same variables	Immigration matters
10	Padilla (2026)	Level of Public Satisfaction with Village Administrative Services	Quantitative	Discussing public satisfaction	Focus on Village Administration
11	Prastiwi (2022)	The Impact of Public Service Quality on Community Satisfaction in the Air Hitam Subdistrict of Samarinda	Quantitative	Discussing service and satisfaction	Sub-district facilities
12	Putri (2025)	The Effect of Service Quality on Community Satisfaction at the Bangbayang Village Office	Quantitative	Service Satisfaction and Variables	Village landmarks

13	Rahman (2022)	The Impact of Excellent Service on Public Satisfaction at the Tabalong Regency Public Service Center	Quantitative	Same variables	MPP Object
14	Rochmah & Rosy (2022)	The Impact of the Quality of Public Services and Facilities on Public Satisfaction	Quantitative	Discussing public satisfaction	There is a facility variable
15	Rowena et al. (2020)	The Impact of Service Quality on Public Satisfaction	Quantitative	Discussing service quality and satisfaction	Urban Focus
16	Saputri & Suryani (2023)	Analysis of Excellent Service at the Public Service Mall in Terms of Public Satisfaction	Quantitative	Discussing excellent service	Different objects
17	Sariani & Sumartana (2017)	The Impact of Service Quality on Community Satisfaction in Panjer Subdistrict	Quantitative	Service and Satisfaction Variables	Subdistrict facilities
18	Septianingrum & Raharjo (2025)	The Impact of Public Service Quality on Community Satisfaction in Gajahmungkur Subdistrict, Semarang City	Quantitative	Subdistrict landmarks	Using SERVQUAL
19	Simarmata et al. (2020)	The Impact of Subdistrict Office Service Quality on Community Satisfaction in Dolok Batu Nanggar	Quantitative	Subdistrict landmarks	Does not use the A6 theory
20	Sinaga & Nurfita (2025)	The Impact of Service Quality, Facilities, and Location on Public Satisfaction	Quantitative	Discussing public satisfaction	Additional variables
21	Sunawar, Ikhwana, & Ekawati (2023)	Variations in the Effects of Public Service Quality Dimensions on Public Satisfaction	Quantitative	Discussing service and satisfaction	Dimensions of Service Quality
22	Suranto (2025)	The Impact of Service Quality on Community Satisfaction at the Rimbajaya Village Office	Quantitative	Service and Satisfaction Variables	Village landmarks
23	Syafebri & Pangestu (2025)	The Impact of Public Service Quality on Community Satisfaction in Sukarami Subdistrict, Palembang City	Quantitative	Discussing service and satisfaction	SERVQUAL
24	Wati et al. (2020)	The Role of Excellent Service in Public Satisfaction at the Prabumulih Timur Subdistrict Office	Quantitative	Excellent service and public satisfaction	Different locations
25	Wartiningsih (2023)	An Analysis of the Implementation of Excellent Service in Enhancing Customer Satisfaction	Quantitative Descriptive	Discussing excellent service	Customer focus

Several previous studies have shown that good service has a significant impact on public satisfaction with public services. Service that is prompt, friendly, clear, responsive, and responsible can provide a positive experience for the public. The better the service the government provides, the higher the public's satisfaction with the services they receive.

Many previous studies have used quantitative methods and shown that there is a

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positive correlation between good service and public satisfaction. This indicates that excellent service is one of the key factors in fostering public satisfaction with government services. People want services that are easy to understand, straightforward, and delivered with a polite and professional attitude.

Consequently, much previous research still employs general concepts of service quality or the SERVQUAL method to assess the quality of public services. Meanwhile, research that specifically employs the concept of excellent service using Atep Adya Barata's A6 indicators—namely attitude, attention, action, proficiency, expertise, and responsibility—remains quite limited. Furthermore, existing studies have primarily focused on specific government agencies or institutions, while research on quality service and public satisfaction at the subdistrict level is still rarely conducted.

This study was conducted to complement previous studies by examining in greater detail the impact of excellent service on community satisfaction in Jalaksana Subdistrict. It is hoped that this study will provide a better understanding of the extent to which excellent service provided by subdistrict officials can influence community satisfaction. The findings of this study are intended to serve as a basis for consideration and input for Jalaksana Subdistrict in its efforts to increase community satisfaction by becoming more effective, responsive, and aligned with community expectations.

METHOD

This study employs a quantitative method. The quantitative method was chosen because this study aims to determine the extent of the impact of excellent service on public satisfaction. The data collected is numerical and will be analyzed using statistical calculations. Using this method, the researcher hopes to obtain clearer and more objective results regarding the relationship between good service and public satisfaction in Jalaksana Subdistrict. According to (Sugiyono, 2017), Quantitative research is a method for studying a specific group of people or a particular sample using research tools to collect data. The results are then analyzed using statistics. This method is used so that research data can be processed in a systematic way and the results are easier to understand.

Data collection for this study was conducted using questionnaires, observations, and documentation. Questionnaires were used to gather feedback from the community regarding the quality of service and their level of satisfaction with the services they received. Based on the questionnaire results, the researchers were able to understand how the community evaluates the services provided by subdistrict staff.

The sampling technique used was nonprobability sampling, specifically convenience sampling. This study involved two variables: excellent service as the independent variable and public satisfaction as the dependent variable. In this study, a Likert scale was used to measure respondents' answers. The objective was to determine the public's attitudes, reactions, and views regarding the services they received. The data obtained were then analyzed through validity and reliability tests to determine how accurate and consistent the research instruments were. The unit of analysis in this study was the community members who received services at the Jalaksana Subdistrict Office. These community members are the ones who directly experience the quality of service provided by subdistrict officials.

The sample size for this study was determined using the formula by Isaac & Michael. This method is based on a sample size table for a given population size, with a margin of error of 5%. Given a total population of 70 subjects, the sample size required to achieve a 10% significance level is 56 respondents.

$$\text{Formula : } S = \frac{x^2 \cdot N \cdot P \cdot Q}{d^2(N-1) + x^2 \cdot P \cdot Q}$$

Explanation:

s = Total Sample

N = Population Size

λ^2 = Chi-square value
corresponding to the
significance level 1% =
6,635
5% = 3,841
10% = 2,706

P = true probability (0,5)

Q = probability of error (0,5)

d = degree of precision (0,05)

The informants or respondents in this study were residents who received services in Jalaksana Subdistrict. The community was selected as respondents because they are the ones who directly receive and experience the services provided by subdistrict officials. Since the population is quite large, this study used a sample as the data source. The sampling technique used was nonprobability sampling via convenience sampling, which involves selecting respondents from people whom the researcher happened to encounter and deemed suitable to serve as respondents in this study.

Data collection in this study was carried out using several methods, as follows:

Questionnaire

Questionnaires are the primary method for collecting data by providing a list of written questions to respondents regarding quality of service and public satisfaction. Questionnaires are designed using a Likert scale to assess the extent to which respondents agree with each statement.

Observation

The observation was conducted by directly observing how services are provided in Jalaksana Subdistrict. This included the attitudes of staff, the speed of service delivery, and the condition of the facilities and infrastructure used to provide services.

Documentation

Documentation involves collecting data or documents related to the study, such as subdistrict profiles, organizational structures, service data, photos of service activities, and other documents that support the research.

Literature Review

A literature review was conducted to examine various theoretical sources and references related to quality service, customer satisfaction, quantitative research methods, as well as journals, books, and previous studies relevant to this research

Data Analysis Techniques

To test the study's hypotheses, the following analytical methods were used, among others:

Inferential Statistics

Also known as probability or inductive statistics, inferential statistics is a method of analysis that focuses on sample data to draw general conclusions applicable to the entire population, provided that the sample is drawn randomly. This generalization from the sample to the population inherently involves uncertainty, which is measured by the

probability of error and the confidence level. For example, the confidence level is 95% when the probability of error is set at 5%; conversely, a 1% probability of error indicates a confidence level of 99%. This combination of error probability and confidence is commonly referred to as the significance level. In practice, the process of evaluating the significance level of the analysis results is much easier and more efficient when using reference tables relevant to the applied analytical method.

Validity Test

Validity testing refers to an indicator's ability to measure the accuracy of a concept. This means we need to determine whether the concept we have developed is valid or not. Basic validity testing is used to measure how accurately and precisely a research instrument evaluates what it is intended to evaluate. This evaluation process is crucial to ensure that the data collected remains on track and remains relevant to the established measurement objectives.

Reliability Test

The level of consistency and stability of an evaluation tool when applied repeatedly is known as reliability. The instrument's reliability in this study was tested to ensure the validity and reliability of the collected data. An instrument is considered reliable if it is able to produce consistent results in every measurement process. The questionnaire used in this study employs a rating scale ranging from 1 to 5.

Hypothesis Testing

A t-test analysis was applied to test the validity of the hypotheses formulated regarding the relationship between excellent service and public satisfaction. Whether these initial hypotheses were accepted or rejected was determined based on the critical values of the t-distribution, the mechanism of which is governed by the following parameters:

1. If the calculated t-value is greater than the critical t-value, then H_0 is rejected, and H_1 is accepted.
2. If the calculated t-value is less than the critical t-value, then H_0 is accepted, and H_1 is rejected.

Simple Regression Analysis

To detect interactions among variables in this study, the analysis focused on testing the effects of independent variables on the dependent variable. The evaluation

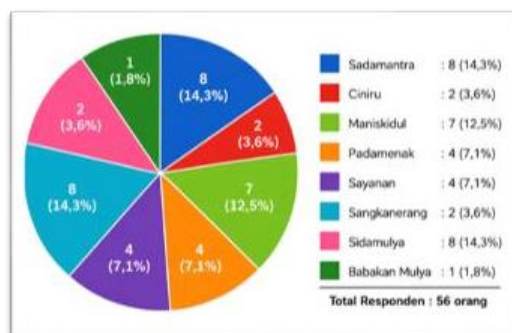
procedure relied on comparing the calculated t-value with the critical t-value. When the calculated t-value is found to be higher than the critical t-value, this serves as evidence that the independent variable has a significant effect on the dependent variable. The opposite is true if the calculated t-value is smaller, indicating the absence of an effect. In addition to the t-test, the significance probability value is also used as a reference. An independent variable is considered to have a linear effect if the significance level is less than 0.05. However, if the significance level exceeds the standard threshold of 0.05, the interaction between the two variables is deemed insignificant.

DISCUSSION

In this study, the sample size was set at 56 with a margin of error of 10%, based on the Isaac & Michel table for determining sample size in a population of known size. A total of 75 questionnaires were distributed to the community.

Respondent Characteristics

The characteristics of the study respondents—that is, the subjects of the study—are useful in interpreting the respondents' responses to the researcher's statements.

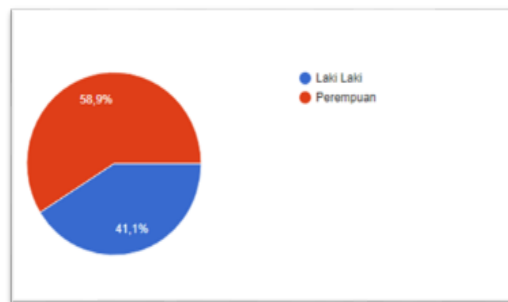


Source: processed data, 2026

Figure 1. Characteristics of Respondents by Village of Origin

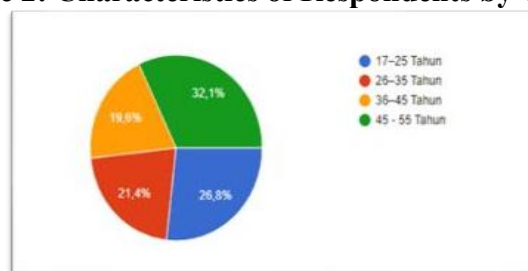
Based on Figure 1, the villages with the highest number of respondents were Sadamantra and Manislur, each with 8 respondents, or 14.3% of the total number of respondents.

From this data, it can be seen that female respondents constituted the largest group, with 33 respondents, or 58.9%, while male respondents numbered 23, or 41.1%, of the total number of respondents. Based on Figure 3, it can be seen that the largest age group among the respondents is those aged 45–55, with a frequency of 18 people, or 32.1% of the total number of respondent



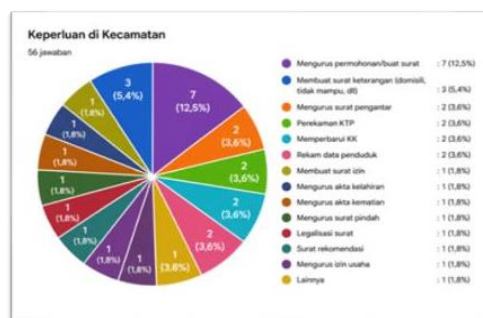
Source: processed data, 2026

Figure 2: Characteristics of Respondents by Gender



Source: processed data, 2026

Figure 3: Characteristics of Respondents by Age



Source: processed data, 2026

Figure 4: Characteristics of Respondents by Need in Subdistricts

Based on Figure 4, it can be seen that the largest group of respondents were those who needed to process documents or submit requests, with a frequency of 7 people, or 12.5% of the total number of respondents.

Validity Test

A service type test was conducted in the Jalaksana subdistrict involving 56 participants. Validity is a testing process used to demonstrate how accurately a method measures what it is intended to measure. A study can be considered valid if it yields results

that accurately reflect what is being measured; in other words, the results of a valid study will answer the research questions posed in the study.

To determine whether an item used in the study is valid, it must meet a significant correlation threshold; specifically, it is considered valid if it has a correlation coefficient (r) of at least 0.50. If the calculated r -value is greater than the table r -value (r_{table}), the study instrument is deemed valid; conversely, if the calculated r -value is less than the table r -value, the study instrument is deemed invalid. Based on this information, a validity test must be conducted for each variable. The table of validity test results is as follows ;

Tabel 2 Uji Validitas

Statement	R-Value	R-Table	Description
X.1	0.328	0.263	Valid
X.2	0.617	0.263	Valid
X.3	0.424	0.263	Valid
X.4	0.530	0.263	Valid
X.5	0.459	0.263	Valid
X.6	0.475	0.263	Valid
X.7	0.534	0.263	Valid
X.8	0.349	0.263	Valid
X.9	0.555	0.263	Valid
X.10	0.417	0.263	Valid
X.11	0.390	0.263	Valid
X.12	0.579	0.263	Valid
X.13	0.617	0.263	Valid
X.14	0.581	0.263	Valid
X.15	0.636	0.263	Valid
X.16	0.281	0.263	Valid
X.17	0.293	0.263	Valid
X.18	0.297	0.263	Valid

Source: processed data, 2026

Based on the table above, it can be concluded that all statement items regarding the variable of excellent service have a calculated $r_{value} > r_{table}$ (0.263) ; therefore, it can be stated that all items in the questionnaire are valid and suitable for use in this study.

Statement	R-Value	R-Table	Description
Y.1	0.331	0.263	Valid
Y.2	0.296	0.263	Valid
Y.3	0.391	0.263	Valid
Y.4	0.419	0.263	Valid
Y.5	0.301	0.263	Valid
Y.6	0.552	0.263	Valid
Y.7	0.494	0.263	Valid
Y.8	0.372	0.263	Valid
Y.9	0.516	0.263	Valid
Y.10	0.341	0.263	Valid
Y.11	0.564	0.263	Valid
Y.12	0.513	0.263	Valid
Y.13	0.443	0.263	Valid
Y.14	0.534	0.263	Valid
Y.15	0.770	0.263	Valid
Y.16	0.410	0.263	Valid
Y.17	0.469	0.263	Valid
Y.18	0.433	0.263	Valid

Source: processed data, 2026

Statements regarding the public satisfaction variable have a calculated r-value greater than the table r-value (0.263); therefore, it can be concluded that all items in the questionnaire are valid and suitable for use in this study.

Reliability Test

Reliability Test A reliability test is conducted to determine whether a measurement tool remains consistent in measuring what it is intended to measure. A correlation of 0.6 or higher indicates that the item has a sufficiently high level of reliability or consistency; however, if the correlation value is below 0.6, the item is considered to be less reliable or less consistent

Table 3 Reliability Test

Variable	Alpha Cronbach	Requirements	Description
Excellent Service	0.788	> 0.60	Reliable
Public Satisfaction	0.773		Reliable

Source: processed data, 2026

The table above shows that the excellent service variable and the public satisfaction variable have been determined to be reliable because they have Cronbach's alpha values above 0.60—specifically, 0.788 for the excellent service variable and 0.773 for the public satisfaction variable.

Hypothesis Testing

Hypothesis testing is a method used to determine whether there is a relationship—or no relationship—between variable X (excellent service) and variable Y (public satisfaction).

Coefficients^a

Table 4 Hypothesis Testing

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	35.567	8.790		4.046	.000
	Excellent Service	.511	.117	.510	4.359	.000

Source: processed data, 2026

a. Dependent Variable: Public Satisfaction

Based on the table above, it can be seen that:

1. Based on the results of the t-test, it was found that excellent service (X) has a positive effect on public satisfaction (Y). This can be seen from the critical t-value of 2.004. This means that the calculated $t_{\text{value}} > t_{\text{table}}$ ($4.359 > 2.004$) with a significance level of $0.000 < 0.05$. Therefore, H_a is accepted and H_0 is rejected; it can be concluded that Hypothesis 1 is supported

Simple Linear Regression Analysis

Table 5 Simple Linear Regression

Coefficients		a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	35.567	8.790		4.046	.000
	Excellent Service	.511	.117	.510	4.359	.000

Source: processed data, 2026

a. Dependent Variable: Public Satisfaction

Based on the results of the analysis above, the following multiple linear regression equation was obtained:

$$Y = \alpha + \beta_1 x$$

$$Y = 35.567 + 0.511$$

Description:

Y: Public Satisfaction

a: Constanta

X: Excellent Service

β_1 : Regression coefficient

The regression equation can be explained as follows:

1. A constant value of 35.567 indicates that if excellent service (X) is 0, public satisfaction (Y) will increase by 35.567.
2. The value of the excellent service coefficient, which is 0.511, indicates that excellent service has a positive effect on public satisfaction; this means that every 1-unit increase in excellent service will increase public satisfaction by 0.493.

Based on a study conducted among 56 respondents in Jalaksana Subdistrict, it was found that high-quality services have a positive and significant impact on public satisfaction. These findings indicate that the better the quality of services provided by the subdistrict government, the higher the level of public satisfaction with the public services they receive.

The characteristics of the respondents based on their villages of origin reveal that

the majority of respondents came from the villages of Sadamantra and Manislur, with 8 people each, or 14.3% of the total respondents. This indicates that community participation in this study was relatively evenly distributed across various villages in Jalaksana Subdistrict, so that the resulting data can reflect the overall conditions of the community. In terms of gender, there were more female respondents, totaling 33 people (58.9%), while male respondents numbered 23 people (41.1%). This suggests that women were more active in participating by completing the questionnaire used in the study.

By age, the majority of respondents were in the 45–55 age group, totaling 18 people or 32.1%. This age group frequently interacts with government administrative services, so they have sufficient experience to assess the quality of services in Jalaksana Subdistrict. Regarding their needs at the subdistrict office, the largest number of respondents—7 people, or 12.5%—came to submit letters or applications. This indicates that the need for administrative services related to correspondence remains one of the top priorities for residents seeking services at the subdistrict office.

The validity test results confirm that all statement items for the variables of excellent service and public satisfaction show calculated r values that exceed the table r value (0.263). This indicates that each of these statement items is valid and appropriate for measuring the variables under study. Based on these findings, the research instrument is deemed suitable for use in the data collection process.

Furthermore, the reliability test yielded a Cronbach's Alpha value of 0.788 for excellent service and 0.773 for public satisfaction. Both figures are above the minimum threshold of 0.60. Therefore, it can be concluded that this instrument has a good level of consistency and is reliable in measuring the variables under study.

From the hypothesis testing, a calculated t -value of 4.359 was obtained, which is greater than the critical t -value of 2.004. Furthermore, the significance level is 0.000, which is less than 0.05. These findings indicate a positive and significant effect of excellent service on public satisfaction. Thus, the proposed hypothesis regarding the effect of excellent service on public satisfaction can be accepted.

A simple linear regression analysis yielded the equation $Y = 35.567 + 0.511X$. This equation means that every one-unit increase in excellent service contributes 0.511 units to an increase in public satisfaction. This positive regression coefficient confirms a direct relationship between excellent service and public satisfaction. Good service—including speed, staff friendliness, appropriate procedures, and ease of access to information—is

directly proportional to an increase in public satisfaction.

These research findings are consistent with the theory of excellent service, which posits that high-quality, prompt, accurate, friendly, and responsive service can create a positive experience for the public as service users. When the public's expectations regarding service are met or even exceeded, satisfaction with the service received will result. Therefore, efforts to improve excellent service in Jalaksana Subdistrict should be carried out on an ongoing basis to maintain and enhance public satisfaction with the public services provided.

CONCLUSION

Based on a study conducted on 56 respondents in Jalaksana Subdistrict, it can be concluded that quality service has a positive and significant impact on resident satisfaction. Evidence of this is seen in the results of the hypothesis test, which show a calculated t-value of 4.359—higher than the critical t-value of 2.004—with a significance level of 0.000. The results of the simple linear regression analysis show that the regression coefficient is 0.511, indicating that every improvement in service quality will contribute to an increase in resident satisfaction. These findings suggest that the services provided by Jalaksana Subdistrict employees—such as a friendly attitude, punctuality, speed, ease of procedures, and staff competence in serving the public—are crucial factors that can enhance public satisfaction with public services. Therefore, it is recommended that the Jalaksana Subdistrict continue its efforts to improve services by enhancing the competence of its human resources, simplifying service procedures, utilizing technology in service delivery, and increasing the responsiveness of staff in meeting community needs, so that the level of public satisfaction can continue to rise and public trust in government institutions can improve.

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