

The Influence of Proximity Service on Citizen Satisfaction with Public Services

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ARTICLE INFO

Article history:

Received 20 December, 2025

Revised 25 December 2025

Accepted 30 December 2025

Available online 12 January 2025

Kata Kunci:

Layanan Kedekatan, Kepuasan Masyarakat, Pelayanan Publik

Keywords:

Proximity Service, Citizen Satisfaction, Public Services



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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh proximity service terhadap kepuasan warga pada pelayanan publik. Penelitian ini menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 397 responden. Teknik pengambilan sampel menggunakan probability sampling dengan metode simple random sampling, sehingga menghasilkan sampel sebanyak 40 responden. Metode pengumpulan data yang digunakan dalam penelitian ini adalah kuesioner (angket) dan studi kepustakaan. Metode analisis yang digunakan adalah regresi linear sederhana. Hasil penelitian menunjukkan bahwa proximity service berpengaruh positif dan signifikan terhadap kepuasan warga pada pelayanan publik. Dari hasil perhitungan koefisien korelasi, diperoleh nilai koefisien korelasi pearson sebesar 0,518. Ini menunjukkan bahwa terdapat hubungan yang Cukup Kuat antara Proximity Service terhadap Kepuasan Warga pada pelayanan publik. Kemudian hasil perhitungan koefisien determinasi menunjukkan R square sebesar 0,268 yang berarti variabel kepuasan warga dapat dijelaskan oleh variabel proximity service yaitu sebesar 26,8%. Sedangkan sisanya sebesar 73,2% dijelaskan oleh variabel lain.

ABSTRACT

This study aims to determine the effect of proximity service on citizen satisfaction with public services. This study uses a quantitative approach. The population in this study amounted to 397 respondents. The sampling technique used probability sampling with a simple random sampling method, resulting in a sample of 40 respondents. The data collection method used in this study was a questionnaire and literature study. The analysis method used was simple linear regression. The results of the study indicate that proximity service has a positive and significant effect on citizen satisfaction with public services. From the results of the correlation coefficient calculation, a Pearson correlation coefficient value of 0.518 was obtained. This indicates that there is a fairly strong relationship between Proximity service and Citizen Satisfaction with public services. Then the results of the determination coefficient calculation show an R square of 0.268, which means that the citizen satisfaction variable can be explained by the proximity service variable, which is 26.8%. While the remaining 73.2% is explained by other variables.

INTRODUCTION

Public service is one of the main functions of government in fulfilling the basic needs of society and ensuring the fulfillment of citizens' rights.(Maryam, 2017)The quality of public services is an important indicator in assessing government performance, both at the central and regional levels.(Sari, 2025). Quality service is not only measured by the speed and accuracy of the service, but also by the extent to which the service is able to provide satisfaction to the public as service users.(Yulianti & Wahdah, 2018)Therefore, efforts to improve the quality of public services have become a strategic agenda in the implementation of modern governance.

Along with the development of the public administration paradigm, service orientation has now shifted from a rigid bureaucratic approach to a more responsive and community-oriented

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approach.(Herizal et al., 2020)The government is required to provide services that are easily accessible, transparent, efficient, and equitable (Money & Susniwati, 2025). In this context, citizen satisfaction is the primary goal that must be achieved in every public service delivery. The level of citizen satisfaction reflects the extent to which public services are able to optimally meet the expectations and needs of the community (Dachi et al., 2024).

However, in practice, public services are still often faced with various problems, such as complicated procedures, long service distances, long waiting times, and limited access for certain community groups (Millensyah, 2024). This situation can lead to citizen dissatisfaction and undermine public trust in the government. Therefore, public service innovations are needed that can address these challenges effectively and sustainably.

One of the public service innovations that has developed in recent years is the concept of proximity service. Proximity service emphasizes a service approach that brings services closer to the public, both physically through closer service locations and non-physically through the use of technology and more accessible service systems. This concept aims to reduce geographic, administrative, and social barriers that often hinder public services (Namiot & Sneps-Sneppe, 2019).

Proximity services are particularly relevant in the context of communities with limited mobility, such as the elderly, people with disabilities, and those living in remote or rural areas. By bringing services closer to citizens, the government is expected to improve accessibility and equity of public services. Furthermore, proximity services have the potential to increase service efficiency by eliminating the need for citizens to spend significant time and money accessing public services (Choirunnisa et al., 2023).

The implementation of proximity services not only impacts the technical aspects of services but also influences public perceptions and experiences of public services. When services are provided closer and more accessible, citizens are more likely to feel cared for and valued by the government. This can foster a more positive relationship between the government and citizens, ultimately contributing to increased citizen satisfaction (Son, 2025).

Citizen satisfaction with public services is the result of a comparison between public expectations and the performance of the services received (Pundenswari, 2017)If the service provided meets or exceeds customer expectations, customer satisfaction will increase. Conversely, if the service received falls short of expectations, customer dissatisfaction will arise.(Damayanti et al., 2019)In the context of proximity service, ease of access, proximity to location, and speed of service are important factors influencing citizen satisfaction.

Furthermore, proximity service also allows for more intense interaction between service personnel and the public. This closer interaction can improve officials' understanding of citizens' needs and issues, resulting in more responsive services tailored to local conditions. This responsiveness is a crucial dimension of public service quality that influences citizen satisfaction (Nur Anwar, 2025).

On the other hand, implementing proximity services requires adequate human resources, infrastructure, and a service management system. Without such support, proximity services have the potential to create new problems, such as inconsistencies in service quality between regions or limited service capacity. Therefore, it is important to empirically assess the extent to which proximity services truly have a positive impact on citizen satisfaction.

Research on the effect of proximity service on citizen satisfaction is crucial for providing scientific evidence on the effectiveness of the proximity service concept in public services. This study can serve as a basis for the government in formulating more targeted public service policies

and strategies. Furthermore, the research findings can provide input for public service agencies in improving the quality of services that are oriented towards community needs.

In the context of local government, proximity services are often implemented through the establishment of integrated service units at the sub-district or village level, mobile services, and the use of community-based information technology. These initiatives aim to bring services closer to citizens and reduce their dependence on centralized services in the regional capital. However, the effectiveness of these various forms of proximity services requires systematic evaluation.

High levels of citizen satisfaction with public services not only have an impact on increasing public trust in the government, but also encourage public participation in development. (Hasibuan et al., 2025) Satisfied citizens tend to be more obedient to the rules, more active in expressing their aspirations, and more supportive of government programs (Safina et al., 2024). Thus, proximity services can be a strategic instrument in strengthening good governance.

Furthermore, measuring citizen satisfaction with proximity services can also identify aspects of the service that need improvement. Through a comprehensive evaluation, the government can identify the factors that most influence citizen satisfaction, including accessibility, interaction quality, and service reliability (Kusnadi, 2025). This information is crucial for continuous improvement in the delivery of public services.

Based on this description, it is clear that proximity services play a strategic role in increasing citizen satisfaction with public services. However, the relationship between proximity services and citizen satisfaction cannot be simply assumed without in-depth empirical study. Therefore, the study, "The Effect of Proximity Services on Citizen Satisfaction with Public Services," is relevant and important.

This research is expected to provide both theoretical and practical contributions. Theoretically, this research can enrich public administration studies, particularly regarding public service innovation and citizen satisfaction. Practically, the research findings are expected to inform government considerations in designing and implementing public service policies that are more responsive, inclusive, and oriented toward citizen satisfaction.

RESEARCH METHODS

Types and Approaches of Research

This study uses a quantitative approach with a causal associative research type, namely research that aims to determine the influence of independent variables on dependent variables. The quantitative approach was chosen because this study measures the relationship between variables objectively through numerical data analyzed using statistical techniques (Waruwu et al., 2025).

Research Population and Sample

The population in this study were citizens who had used public services at the service unit being studied during a specific period. The population in this study was 397 respondents. The sampling technique used was probability sampling with a simple random sampling method, in which each member of the population had an equal chance of being selected as a sample. The sample size in this study was 40 respondents.

Research Variables and Operational Definitions

This research involves two main variables, namely:

1. Independent Variable (X): Proximity service
2. Dependent Variable (Y): Citizen Satisfaction

Operational Definition of Variables

Table 1. Operational Definition of Variables

Variables	Operational Definition	Indicator	Scale
<i>Proximity Service</i> (X)	The level of proximity of public services to citizens, both geographically, administratively, and in social interaction	1. Ease of access to service locations	Likert
		2. Speed of service	
		3. Ease of procedure	
		4. Closeness of communication between officials	
		5. Availability of area-based services	
Citizen Satisfaction (Y)	Level of citizen satisfaction with public services received	1. Satisfaction with the service process	Likert
		2. Satisfaction with service results	
		3. Satisfaction with the attitude & behavior of officers	
		4. Convenience of service	
		5. Trust in the apparatus	

The measurement scale used is the Likert scale 1–5, with the categories:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

Data collection technique

Data collection techniques in this study include:

1. Questionnaire

The questionnaire was developed based on variable indicators and distributed to respondents both in person and online. The questionnaire was used to measure residents' perceptions of proximity services and their satisfaction levels.

2. Literature Study

Literature study was conducted by reviewing books, scientific journals, and official documents relevant to public services, proximity services, and citizen satisfaction.

Research Instruments

The research instrument was a closed-ended questionnaire containing structured statements according to variable indicators. Each statement was assessed using a Likert scale.

Before use, the research instruments were tested through:

- 1. Validity test, to determine the accuracy of the instrument in measuring variables.
- 2. Reliability test, to determine the consistency of the research instrument.

Data Analysis Techniques

Data analysis was carried out using a statistical program (SPSS or similar) with the following stages:

1. Descriptive Statistical Analysis

Used to describe the characteristics of respondents and the tendency of respondents' answers to each variable.

2. Data Quality Test

- a. Validity test using Pearson Product Moment correlation
- b. Reliability Test using Cronbach's Alpha
3. Classical Assumption Test

Classical assumption tests are carried out to ensure the feasibility of the regression model, including:

- a. Normality Test (Kolmogorov-Smirnov)
4. Simple Linear Regression Analysis

Simple linear regression analysis was used to determine the effect of proximity service on citizen satisfaction, with the equation:

$$Y = a + bX$$

Information:

Y = Citizen Satisfaction

a = Constant

b = Regression coefficient

X = Proximity service

5. Hypothesis Test (t-Test)

The t-test is used to test the significance of the influence of the independent variable on the dependent variable with a significance level of 5% ($\alpha = 0.05$).

6. Coefficient of Determination (R^2)

The coefficient of determination is used to determine how much proximity service contributes to explaining variations in citizen satisfaction.

RESULTS

Description of Research Data

Description of Administrative Service Variable Data (X)

Based on the descriptive analysis processed using IBM Statistics SPSS version 21.0, for the Proximity service (X) variable, the average value (mean) is 86.47, the median (me) is 85.00 and the standard deviation (std deviation) is 5.602. Based on the instrument on the Proximity service (X) variable that is distributed, the maximum score (max) is 100 and the minimum score (min) is 78.

Based on the results of the descriptive analysis of each indicator in the Proximity service (X) variable in the table above, it is in the Very Good interpretation category with a total average value of 4.32. Of the five indicators in the Proximity service (X) variable, it can be seen that the ease of procedure indicator has the highest average value of 4.45 with a very good interpretation while the area-based service availability indicator has the lowest value of 4.24 with a very good interpretation.

Data Description of Community Satisfaction Variable (Y)

Based on the descriptive analysis processed using IBM Statistics SPSS version 21.0, for the Citizen Satisfaction variable (Y), the average value (mean) is 84.42, the median (me) is 84.00 and the standard deviation (std deviation) is 5.20. Based on the instruments on the Citizen Satisfaction variable (Y) that are distributed, the maximum score (max) is 99 and the minimum score (min) is 78.

Based on the results of the descriptive analysis of each indicator in the Citizen Satisfaction (Y) variable in the table above, it is in the Very Good interpretation category with a total average value of 4.22. Of the five indicators in the Citizen Satisfaction (Y) variable, it can be seen that the service comfort indicator has the highest average value of 4.31 with a very good interpretation,

while the trust in the apparatus indicator has the lowest value of 4.04 with a very good interpretation.

Data Quality Test

Data Validity Test

1. Validity of the Proximity Service Variable (X)

The results of the validity test of the Pearson product moment model instrument on the Proximity service variable are presented in the following table:

Table 2. Validity Results of the Proximity Service Variable (X)

No.	Question Items	Rcount	Rtable	Criteria
1.	Item 1	0.436	0.312	Valid
2.	Item 2	0.686		Valid
3.	Item 3	0.338		Valid
4.	Item 4	0.613		Valid
5.	Item 5	0.430		Valid
6.	Item 6	0.668		Valid
7.	Item 7	0.560		Valid
8.	Item 8	0.351		Valid
9.	Item 9	0.701		Valid
10.	Item 10	0.550		Valid
11.	Item 11	0.787		Valid
12.	Item 12	0.435		Valid
13.	Item 13	0.546		Valid
14.	Item 14	0.481		Valid
15.	Item 15	0.508		Valid
16.	Item 16	0.398		Valid
17.	Item 17	0.366		Valid
18.	Item 18	0.592		Valid
19.	Item 17	0.715		Valid
20.	Item 18	0.595		Valid

Source: Data processed by researchers(2026)

Based on the data from the validity test results of the Pearson product moment model instrument in the table above, it can be seen that the 20 instrument questions on variable X (Proximity service) have a calculated R value > R table so that the entire research instrument is declared valid and suitable for use.

Validity of Citizen Satisfaction Variable (Y)

The results of the validity test of the Pearson product moment model instrument on the Citizen Satisfaction variable are presented in the following table:

Table 3. Validity Results of Citizen Satisfaction Variable (Y)

No.	Question Items	Rcount	Rtable	Criteria
1.	Item 1	0.412	0.312	Valid
2.	Item 2	0.631		Valid
3.	Item 3	0.362		Valid
4.	Item 4	0.477		Valid
5.	Item 5	0.505		Valid
6.	Item 6	0.659		Valid
7.	Item 7	0.517		Valid
8.	Item 8	0.409		Valid
9.	Item 9	0.515		Valid
10.	Item 10	0.580		Valid
11.	Item 11	0.541		Valid
12.	Item 12	0.401		Valid
13.	Item 13	0.413		Valid
14.	Item 14	0.634		Valid
15.	Item 15	0.375		Valid
16.	Item 16	0.568		Valid
17.	Item 17	0.471		Valid
18.	Item 18	0.452		Valid
19.	Item 19	0.379		Valid
20.	Item 20	0.587		Valid

Source: Data processed by researchers(2026)

Based on the data from the validity test results of the Pearson product moment model instrument in the table above, it can be seen that all the instrument questions on the Y variable (Citizen Satisfaction) have a calculated R value > R table so that all instruments are declared valid and suitable for use.

Reliability Test

Table 4. Reliability Test Results

No	Variables	Cronbach Alpha	Note
1.	Proximity Service(X)	0.858	Reliable
2.	Citizen Satisfaction (Y)	0.829	Reliable

Source: Data processed by researchers(2026)

Based on the data from the results of the instrument reliability test with the Cronbach Alpha test in table 4 above, it can be seen that variable X (Proximity service) and variable Y (Citizen Satisfaction) have Cronbach Alpha values of 0.858 and 0.829 respectively with an interpretation of a Very High reliability value.

Classical Assumption Test

Normality Test

Table 5. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		40
Normal Parameters ^{a,b}	Mean	,0000000
	Standard Deviation	4.45032180
Most Extreme Differences	Absolute	,098
	Positive	,098
	Negative	-,068
Kolmogorov-Smirnov Z		,620
Asymp. Sig. (2-tailed)		,836
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Data processed by researchers(2026)

Based on table 5 above, it can be seen that the results of the normality test using the Kolmogorov-Smirnov test method have a significance value of 0.836 where this value is greater than alpha 5% (0.05), so it can be concluded that the residual value is normally distributed.

Simple Linear Regression Analysis

Table 6. Results of Simple Linear Regression Analysis

Coefficients ^a					
	Model	Unstandardized Coefficients		Standardized Coefficients	T
		B	Std. Error	Beta	
1	(Constant)	42,817	11,167		3,834
	<i>Proximity Service</i>	,481	,129	,518	3,732
a. Dependent Variable: Resident Satisfaction					

Source: Data processed by researchers(2026)

Based on the results of the analysis above, the simple linear regression model that was built is:

$$\hat{Y} = 42.817 + 0.481X$$

From this model the following things are interpreted:

1. The constant value is 42.817, this means that if it is assumed that the Proximity service variable (X) is equal to zero, then Citizen Satisfaction (Y) will remain or not change at 42.817.
2. For every one percent increase in the Proximity service variable (X), the number of Citizen Satisfaction variables (Y) will increase by 0.481.

3. A positive coefficient means that there is a positive and significant relationship between the Community Satisfaction variable (Y) and the Proximity Service variable (X). The higher the value of the Proximity Service variable (X), the higher the value of the Community Satisfaction variable (Y).

Correlation Coefficient Test

This test was conducted to determine the extent of the relationship between Proximity Service (X) and the Citizen Satisfaction variable (Y). Guidelines for the level of relationship between the two variables are based on the following rules:

Table 7. Interpretation of Correlation Coefficient

Coefficient Interval	Relationship Level
0.80 – 1,000	Very strong
0.60 – 0.799	Strong
0.40 – 0.599	Strong Enough
0.20 – 0.399	Low
0.00 – 0.199	Very Low

By using the IBM Statistics SPSS version 21.0 program, the following correlation coefficient values were obtained:

Table 8. Correlation Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,518a	,268	,249	4,50850
a. Predictors: (Constant), Proximity Service				
b. Dependent Variable: Resident Satisfaction				

Source: Data processed by researchers(2026)

Based on the analysis results in Table 8 above, the Pearson correlation coefficient value was 0.518. This indicates that there is a fairly strong relationship between Proximity Service (X) and Citizen Satisfaction (Y) with public services.

Coefficient of Determination

Table 9. Results of the Determination Coefficient

R	R Square	Contribution of Other Factors
0.518	0.268	0.4

Source: Data processed by researchers(2026)

Based on the results in Table 9 above, the R-squared value was 0.268. Therefore, it can be concluded that 26.8% of the citizen satisfaction variable can be explained by the proximity service variable. The remaining 73.2% is explained by other variables not included in this research model.

Hypothesis Testing

T-test

Table 10. T-Test Results

Coefficients ^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	42,817	11,167		3,834	,000
	<i>Proximity Service</i>	,481	,129	,518	3,732	,001

a. Dependent Variable: Resident Satisfaction

Source: Data processed by researchers(2026)

Based on the results in table 10 above, the significance value of the proximity service variable is $0.001 < 0.05$ with a calculated t value of $3.732 >$ the t table value of 2.021. Therefore, the hypothesis H_a is accepted, while H_o is rejected. It can be concluded that the proximity service variable has a positive and significant effect on citizen satisfaction with public services.

DISCUSSION

The Influence of Proximity Service on Citizen Satisfaction with Public Services

The research results show that proximity services have a positive and significant impact on citizen satisfaction with public services. This is because the services provided are closer, more accessible, and more tailored to community needs. This proximity is not only geographical but also encompasses social and administrative proximity between service providers and citizens. When public services are available in easily accessible locations, citizens' time and costs are more efficient, resulting in a more practical and convenient service experience.

Furthermore, proximity service allows for more intensive interaction between service personnel and citizens. Good interaction fosters a deeper understanding of community needs and complaints, allowing for more responsive and targeted service delivery. This improves citizens' perceptions of service quality, including speed, clarity of procedures, and officer demeanor, which ultimately leads to increased citizen satisfaction with public services.

The results of this study are supported by research(Scolastica Lidya Heret et al., 2025)suggests that service quality has a positive and significant impact on public satisfaction. The better the service quality, the better the public satisfaction.

In line with research conducted by(Galih Tri Widodo et al., 2025)suggests that service procedures have a significant impact on public satisfaction. Simple, clear, transparent, and consistent service procedures make it easier for the public to access services.

The results of this study are also quite in line with research conducted by(Perdana & Prasetyo, 2025)explained that the speed of service and the availability of individual digital services significantly contribute to public satisfaction. Speed of service allows the public to receive timely services without having to wait long, thereby increasing the perception of efficiency and professionalism of service providers. Meanwhile, the availability of digital services makes it easier for the public to access services anytime and anywhere. This is because people increasingly value the convenience and flexibility of accessing online services.

CONCLUSION

Based on the research results, it can be concluded that proximity service has a positive and significant effect on citizen satisfaction with public services. This is because the services provided are closer, easier to access, and in accordance with community needs. From the results of the correlation coefficient calculation, a Pearson correlation coefficient value of 0.518 was obtained. This indicates that there is a fairly strong relationship between Proximity Service and Citizen Satisfaction with public services. Then the results of the determination coefficient calculation show an R square of 0.268, which means that the citizen satisfaction variable can be explained by the proximity service variable, namely 26.8%. While the remaining 73.2% is explained by other variables.

RECOMMENDATION

Based on the research results, the following recommendations can be made. The government and public service agencies are advised to continue strengthening the implementation of proximity services by expanding the reach of services closer to the community, both through the establishment of local service units and the use of easily accessible mobile and digital services. These efforts are expected to increase the ease, speed, and convenience of citizens in obtaining services.

Furthermore, improving the capacity and quality of service personnel also needs to be a primary focus. Officers are expected to not only be capable of providing technical services but also possess strong communication and empathy skills to foster social closeness with residents. This will allow for more effective interactions between officers and the public and focus on citizen needs.

For future researchers, it is recommended to expand the research by adding other variables that could potentially influence citizen satisfaction, such as service quality, public trust, or the use of digital technology. Further research can also be conducted using different methodological approaches or in a broader regional context to obtain more comprehensive results and enrich the study of proximity-based public services.

THANK-YOU NOTE

The author expresses his infinite gratitude to Allah SWT for all His grace and blessings, which have enabled him to successfully complete this research. He expresses his gratitude to the heads of the agencies and public service officials who granted permission and assisted in the smooth running of the data collection process. He also appreciates the participation of the respondents who took the time and provided valuable information for the success of this research. He also extends his gratitude to his family and friends who provided both moral and material support.

In closing, the author hopes that this research can provide benefits and contributions to improving the quality of public services in the future, and can become a useful development of knowledge and reference for all interested parties.

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