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THE QUALITY OF PUBLIC SERVICES AND ITS INFLUENCE ON THE PUBLIC SATISFACTION INDEX AT SUKOHARJO DISTRICT OFFICE, PRINGSEWU REGENCY IN 2024

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ABSTRACT

This study aims to investigate the influence of public service quality on the Public Satisfaction Index (IKM) at the Sukoharjo District Office, Pringsewu Regency, by employing a quantitative research method with a population consisting of 73 hamlet heads. Data analysis was carried out using the t-test, F-test, and multiple linear regression through SPSS software. The findings reveal that the tangible and reliability variables do not have a significant impact on the Public Satisfaction Index, as indicated by t-values smaller than the t-table. In contrast, the responsiveness variable shows a significant effect with a t-value of 1.995 exceeding the t-table, while assurance also demonstrates a significant relationship with a t-value of 2.076 and a significance level of 0.042, which is below the threshold of 0.05. Similarly, empathy exerts a significant effect with a t-value of 2.600 and a significance level of 0.011, both confirming its influence on public satisfaction. Descriptive statistical analysis further highlights that the highest indicator for tangibles is the availability of representative office buildings (4.96), for reliability is the provision of free services (4.33), for responsiveness is the delivery of well-responded services (4.73), for assurance is the equal treatment in service provision, and for empathy is the implementation of polite and friendly service, which achieved the highest average score (4.23). These results suggest that while physical facilities and reliability contribute less significantly, dimensions such as responsiveness, assurance, and empathy play a more crucial role in shaping public satisfaction with government services at the district level.

Keywords: *Public Services, Public Satisfaction Index*

Introduction

Public services play a vital role in strengthening the relationship between government and citizens. The level of public satisfaction with services reflects the performance of government officials(Viendyasari, 2020). However, based on the 2023 Public Satisfaction Index (IKM) Report of Pringsewu Regency, the quality of public services at the Sukoharjo District Office was still categorized as unsatisfactory, with a cumulative score of 75.6% or grade C. This placed Sukoharjo as the second-lowest among districts in the regency, highlighting the urgency for evaluation and improvement of service quality.

Community satisfaction with public services is closely related to service quality, which includes the dimensions of tangibles, reliability, responsiveness, assurance, and empathy(Lapuente & Van de Walle, 2020). The attitudes and behaviors of public officials that fall short of citizens' expectations contribute to dissatisfaction,

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indicating a gap between expected and actual services. This gap poses challenges in realizing good governance practices and in building trust between the government and the public (Hong & Lee, 2023).

From the perspective of public administration, citizen satisfaction is not only an assessment of service delivery but also an indicator of trust in government institutions(Sharma & Gupta, 2020). Citizens act as stakeholders in multiple roles, such as policy makers, service users, and evaluators of bureaucratic performance. Therefore, improving service quality should be understood as a strategy to strengthen government legitimacy, enhance public trust, and encourage greater civic participation in governance processes (Kim et al., 2017).

Previous studies suggest that public satisfaction is positively correlated with service quality and technological innovation, particularly the implementation of e-government. Digital transformation in the public sector has improved service accessibility and efficiency, yet not all district offices are capable of adopting these innovations effectively. This limitation is also evident in Sukoharjo District, where inadequate human resources and facilities constrain the quality of administrative services delivered to the community.

The problems faced by the Sukoharjo District Office include limited infrastructure, lengthy administrative processes, low technological competence among staff, as well as insufficient empathy and unequal treatment in service delivery. These issues have a direct impact on the low IKM score. Hence, it is crucial to conduct an in-depth analysis of how the dimensions of service quality influence public satisfaction, which can serve as the foundation for policy reforms and strategies to improve services at the district level.

Against this background, this study focuses on examining the effect of public service quality on the Public Satisfaction Index at the Sukoharjo District Office, Pringsewu Regency. Specifically, it investigates the influence of the tangible, reliability, responsiveness, assurance, and empathy dimensions, both individually and collectively, on citizen satisfaction. The findings are expected to provide practical contributions to improving public service quality as well as enriching academic discussions in the field of public administration.

Literature Review

a. Public Satisfaction Index

The Public Satisfaction Index is a quantitative measure that reflects the level of public satisfaction with government services, obtained through surveys that compare expectations with actual service delivery (Regulation of the Minister for Administrative Reform and Bureaucratic Reform No. 14 of 2017). The assessment covers nine elements: requirements, procedures, service time, costs, service outputs, staff competence, staff behavior, facilities and infrastructure, and complaint-handling mechanisms. The public satisfaction index functions as a tool for evaluating institutional performance, a basis for improving service quality, and a form of public accountability to strengthen trust in government. Barusman & Rulian (2020), explains that satisfaction arises when services meet or exceed expectations, while dissatisfaction occurs when services fall below expectations. Previous studies (Sharma & Gupta, 2020) that friendliness, procedural clarity, and service speed are the most influential factors in improving the public satisfaction index

b. Tangible

Tangible refers to the physical evidence of service quality that can be directly observed by the public, including office buildings, waiting areas, restrooms, places of worship, parking facilities, and supporting technologies such as computers and printers (Prakoso et al., 2017) The appearance of employees, cleanliness, and accessibility for persons with disabilities are also part of this dimension. Adequate physical facilities create a professional impression and increase public comfort in accessing services. According to Barusman & Rulian (2020), tangible indicators include the availability of a representative office building, comfortable waiting rooms, modern equipment, and disability-friendly access. Although important, Setiono & Hidayat (2022), found that tangible aspects do not always significantly influence satisfaction if non-physical factors such as staff responsiveness are lacking.

c. Reliability

Reliability refers to the ability of service providers to deliver services consistently, accurately, and on time, thus fostering public trust (Waluyo & Waloyo, 2020). In public service, reliability is reflected in the consistent application of standard operating procedures (SOPs), certainty of costs, simple administrative requirements, and

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staff commitment to providing services without bias. Reliable service delivery ensures that people feel secure and confident in government performance. (Idayati et al., 2020) notes that reliability is a primary dimension of service quality because it builds public trust, while Setiono & Hidayat (2022), demonstrated that procedural clarity and timeliness are crucial determinants of citizen satisfaction..

d. Responsiveness

Responsiveness is defined as the willingness and ability of staff to provide prompt service and assist citizens in addressing (Waluyo & Waloyo, 2020). Indicators of responsiveness include service speed, staff willingness to assist, clear answers to public inquiries, and proactive responses to complaints. This dimension strongly shapes citizens' perceptions because their direct interactions with service providers constitute their main service experience. Idayati et al., (2020) emphasize that responsiveness is often the most influential factor in determining customer satisfaction in service industries, while Yunningsih (2022), confirmed that staff responsiveness has a significant impact on public satisfaction in administrative services.

e. Assurance

Assurance refers to the guarantee provided by institutions that public services are delivered with competence, integrity, and professionalism. Idayati et al., (2020) describe assurance as a dimension of service quality that is reflected in staff expertise, courtesy, and credibility, as well as the sense of security experienced by citizens during the service process. In public administration, assurance is particularly crucial because it determines whether citizens feel confident that government institutions act fairly, transparently, and consistently. This dimension emphasizes both technical abilities and moral responsibilities, requiring public servants to demonstrate not only skill but also fairness, respect, and equal treatment in line with established legal frameworks. Indicators of assurance include staff credibility, equal treatment for all citizens, courteous communication, and the creation of a safe and comfortable service environment, all of which strengthen public confidence in government institutions. Empirical evidence highlights the importance of assurance in shaping perceptions of service quality(Setiono & Hidayat (2022), found that assurance significantly influences public satisfaction, particularly through the professionalism and credibility of staff. Similarly, Prakoso et al., (2017) revealed that fairness and legal certainty are among the most critical factors in establishing trust in local government services. These findings underscore that assurance is not simply a supporting element of service quality but a central foundation for sustaining public trust and institutional legitimacy. Without assurance, even well-designed services may fail to satisfy citizens, as the absence of fairness, respect, or legal certainty undermines confidence. Thus, in modern governance, assurance functions as both a practical and ethical basis for effective service delivery, ensuring that citizens feel secure, respected, and valued in their interactions with public authorities (Yunningsih, 2022).

f. Empathy

Empathy in public service refers to the personal attention, sensitivity, and care demonstrated by staff toward service users. It reflects qualities such as politeness, patience, friendliness, and a genuine willingness to listen to complaints and understand the unique needs of individuals (Setiono & Hidayat, 2022). Unlike other dimensions of service quality that emphasize physical infrastructure or procedural accuracy, empathy highlights the human aspect of service delivery. This dimension underscores the importance of interpersonal relationships, where staff are expected not only to perform administrative duties but also to show respect, dignity, and concern for citizens. Empathy is particularly significant for vulnerable groups, such as the elderly, people with disabilities, or those with limited access to information, as these groups often depend more heavily on considerate treatment to feel included and valued in the service process (Prakoso et al., 2017). Indicators of empathy include warm and friendly interactions, attentive communication, equal treatment, and patient assistance, all of which create a supportive service environment that fosters trust and satisfaction. Scholars emphasize that empathy plays a central role in shaping both immediate satisfaction and long-term trust in public institutions. Huda et al., (2023) argue that empathetic behavior not only enhances user satisfaction but also builds loyalty, which is vital for sustaining positive citizen–government relationships.

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g. Conceptual Framework

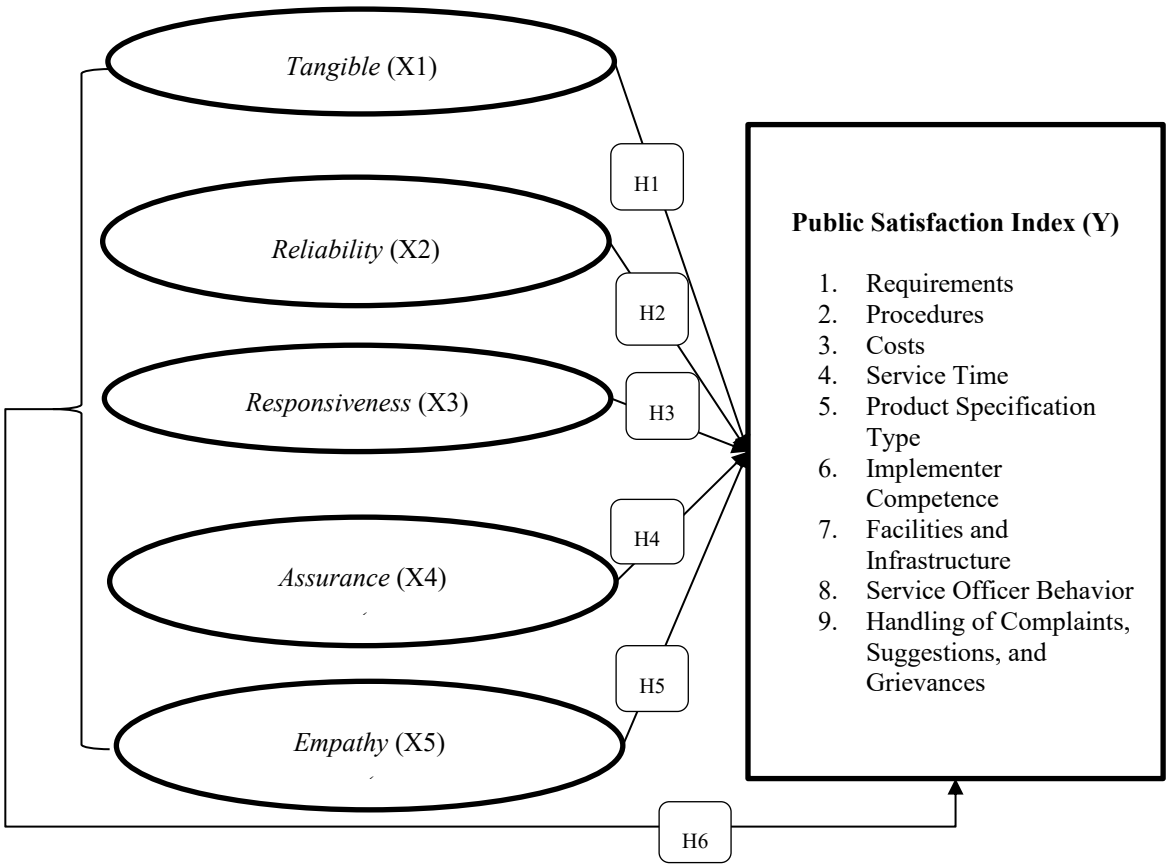

Figure 1. Conceptual Framework

Methodology

This study employed a quantitative approach based on the philosophy of positivism, in which data were collected in numerical form and analyzed using statistical methods to test the proposed hypotheses (Dhall, 2019). The research design is associative-causal, aiming to examine the influence of independent variables on the dependent variable. The population consisted of all hamlet heads or neighborhood unit leaders in Sukoharjo District, Pringsewu Regency, totaling 73 individuals. Since the population was less than 100, the sampling technique used was a census, meaning that all members of the population were included as research respondents. The research variables consisted of independent variables, namely tangibles (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5), while the dependent variable was the Public Satisfaction Index (Y). Each variable was operationalized into measurable indicators. Tangibles were measured by the availability of physical facilities and service infrastructure such as buildings, waiting rooms, toilets, and disability access. Reliability was assessed through consistency in service delivery, indicated by the availability of standard operating procedures, ease of requirements, service timeliness, and cost-free services. Responsiveness reflected the ability of employees to provide quick and skilled services, supported by professional certification. Assurance represented guarantees of service certainty, safety, and equal treatment, while empathy was measured through friendly, polite, attentive

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behavior and responsiveness to complaints. The Public Satisfaction Index was measured using nine elements based on the Regulation of the Ministry of Administrative and Bureaucratic Reform (Permenpan-RB) Number 14 of 2017, which include service requirements, procedures, service time, costs, service specifications, competence of officers, staff behavior, complaint handling, and facilities and infrastructure. Data were collected through two techniques: library research and field research. The library research was conducted to obtain theoretical foundations, while the field research involved direct observation and the distribution of questionnaires to respondents. The research instrument was tested for validity using Pearson's product-moment correlation, where an item was considered valid if the correlation coefficient (r-value) exceeded the critical value at a significance level of 0.05. Reliability was measured using Cronbach's Alpha, and an instrument was deemed reliable if the coefficient was greater than 0.6. Data analysis was carried out in two stages. First, descriptive statistics were applied to describe the distribution of respondents' characteristics and summarize the mean, minimum, maximum, and standard deviation values of each variable. Second, inferential statistics were used to test the hypotheses through multiple linear regression analysis to examine the influence of independent variables on the dependent variable. The hypothesis testing included the t-test to evaluate the partial effect of each independent variable, the F-test to assess the simultaneous effect, and the coefficient of determination (R^2 and adjusted R^2) to measure the contribution of the independent variables in explaining the dependent variable. All data analyses were performed using the latest version of SPSS software.

Result and Discussion

a. Validity Test

Table 1. Results of Tangible Validity Test (X1)

No Item	r_{count}	r_{table}	N	Validity
1	,713	0,230	73	Valid
2	,605	0,230	73	Valid
3	,630	0,230	73	Valid
4	,803	0,230	73	Valid
5	,617	0,230	73	Valid
6	,714	0,230	73	Valid
7	,622	0,230	73	Valid
8	,556	0,230	73	Valid
9	,714	0,230	73	Valid

Source: data processed, 2024

Table 2. Results of Reliability Validity Test (X2)

No Item	r_{count}	r_{table}	N	Validity
1	,697	0,230	73	Valid
2	,736	0,230	73	Valid
3	,712	0,230	73	Valid
4	,583	0,230	73	Valid
5	,774	0,230	73	Valid

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6	,791	0,230	73	Valid
7	,759	0,230	73	Valid
8	,722	0,230	73	Valid
9	,797	0,230	73	Valid

Source: data processed, 2024

Table 3. Results of Responsiveness Validity Test (X3)

No Item	r_{hitung}	r_{tabel}	N	Validity
1	,675	0,230	73	Valid
2	,739	0,230	73	Valid
3	,637	0,230	73	Valid
4	,755	0,230	73	Valid
5	,824	0,230	73	Valid
6	,760	0,230	73	Valid
7	,578	0,230	73	Valid
8	,790	0,230	73	Valid
9	,758	0,230	73	Valid

Source: data processed, 2024

Table 4. Results of Assurance Validity Test (X4)

No Item	r_{count}	r_{table}	N	Validity
1	,839	0,230	73	Valid
2	,854	0,230	73	Valid
3	,853	0,230	73	Valid
4	,782	0,230	73	Valid
5	,833	0,230	73	Valid
6	,799	0,230	73	Valid
7	,860	0,230	73	Valid
8	,536	0,230	73	Valid
9	,617	0,230	73	Valid

Source: data processed, 2024

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Table 5. Results of Empathy Validity Test (X5)

No Item	r_{count}	r_{table}	N	Validitas
1	,748	0,230	73	Valid
2	,761	0,230	73	Valid
3	,784	0,230	73	Valid
4	,738	0,230	73	Valid
5	,791	0,230	73	Valid
6	,679	0,230	73	Valid
7	,681	0,230	73	Valid
8	,670	0,230	73	Valid
9	,671	0,230	73	Valid

Source: data processed, 2024

Table 6. Results of Public Satisfaction Validity Test (Y)

No Item	r_{count}	r_{table}	N	Validity
1	,763	0,230	73	Valid
2	,749	0,230	73	Valid
3	,697	0,230	73	Valid
4	,748	0,230	73	Valid
5	,751	0,230	73	Valid
6	,831	0,230	73	Valid
7	,769	0,230	73	Valid
8	,786	0,230	73	Valid
9	,846	0,230	73	Valid

Source: data processed, 2024

Based on the analysis of questionnaires distributed to respondents covering the variables of tangibles (X1), reliability (X2), responsiveness (X3), assurance (X4), and public satisfaction (Y), the results revealed that the calculated r-values exceeded the minimum r-table threshold of 0.230. The data were processed using SPSS version 29.0, and the findings confirmed that each item in the research instrument accurately measured its intended construct. Consequently, all questionnaire items employed to assess the public satisfaction variable met the validity criteria and were deemed appropriate for use in the study.

b. Reliability Test

Table 7. Results of Reliability Test

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Variable	Alpha	Cronbach's Alpha	Description
X1	0,834	0,60	Reliabel
X2	0,889	0,60	Reliabel
X3	0,880	0,60	Reliabel
X4	0,916	0,60	Reliabel
X5	0,886	0,60	Reliabel
Y	0,913	0,60	Reliabel

Source: data processed, 2024

Based on the results of the questionnaire distributed to respondents, which included the variables of tangibles (X1), reliability (X2), responsiveness (X3), assurance (X4), and public satisfaction (Y), the data were processed using SPSS version 29.0. The analysis showed that the calculated r-values exceeded the minimum r-table threshold of 0.230, indicating that each questionnaire item successfully measured the intended construct. Therefore, all items used to evaluate the public satisfaction variable met the reliable requirements and were considered suitable for use in the study.

c. Normality Test

Table 8. Results of Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			73
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.68460005
Most Extreme Differences	Absolute		.074
	Positive		.066
	Negative		-.074
Test Statistic			.074
Asymp. Sig. (2-tailed) [c]			.200[d]
Monte Carlo Sig. (2-tailed) [e]	Sig.		.416
	99% Confidence Interval	Lower Bound	.404
		Upper Bound	.429

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.
Source: data processed, 2024

Based on the normality test results presented in Table 7, the significance value obtained was 0.200, which is greater than 0.05. This indicates that the data for the variables of Tangibles, Reliability, Responsiveness, Assurance, and Empathy in relation to Public Satisfaction are normally distributed.

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d. Multiple Linear Regression

Table 9. Results of Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.739	2.922		.595	.554
	Tangible	.074	.093	.081	.798	.428
	Reliability	.064	.128	.059	.504	.616
	Responsiveness	.288	.159	.278	1.995	.030
	Assurance	.175	.084	.209	2.076	.042
	Empathy	.329	.127	.315	2.600	.011

a. Dependent Variable: Public Satisfaction
Source: data processed, 2024

$$\mathbf{Y = \alpha + \beta X_1 + \beta X_2 + \beta X_3 + \beta X_4 + \beta X_5 + e}$$

$$\mathbf{Y = 1.739 + 0{,}074 + 0{,}064 + 0{,}288 + 0{,}175 + 0{,}329 + e}$$

(x1) (X2) (X3) (X4) (X5)

Based on the results of the sample analysis, it can be concluded that there is a positive influence of tangibles, reliability, responsiveness, assurance, and empathy on public satisfaction, both individually and collectively.

a. The constant value of 1.739 indicates the condition when public satisfaction is not affected by other variables, namely tangibles (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5). This means that if no independent variables are present, the level of public satisfaction (Y) remains unchanged.
b. βX1: The results of the multiple linear regression analysis show that the more effective the tangibles, the higher the level of public satisfaction.
c. βX2: The results of the multiple linear regression analysis indicate that improvements in reliability lead to increased public satisfaction.
d. βX3: The results of the multiple linear regression analysis demonstrate that better responsiveness contributes to higher public satisfaction.
e. βX4: The results of the multiple linear regression analysis reveal that greater assurance effectiveness results in increased public satisfaction.
f. βX5: The results of the multiple linear regression analysis show that stronger empathy leads to higher levels of public satisfaction.

Therefore, it can be concluded that public satisfaction is predominantly influenced by these five variables, suggesting that improvements in tangibles, reliability, responsiveness, assurance, and empathy will have a positive impact on overall satisfaction.

e. Coefficient of Determination

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Table 10. Results of Coefficient Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824[a]	.678	.654	2.783

a. Predictors: (Constant), Empathy, Tangible, Assurance, Reliability, Responsiveness

Source: data processed, 2024

Based on the results, the correlation coefficient between tangibles (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) with public satisfaction (Y) was 0.824, which indicates a very strong relationship among the variables. To determine the extent of their joint contribution, the coefficient of determination (R^2) was calculated, producing a value of 0.678 or 68 percent. This means that tangibles, reliability, responsiveness, assurance, and empathy collectively account for 68 percent of the variation in public satisfaction, while the remaining 32 percent is explained by other factors not included in this study.

f. t-test (partial)

Table 11. Results of t-test (Partial)

T count	T table	Kondisi	Counclusion
0,798 Sig (,428)	1,993 Sig (0,05)	Tcount<Ttable	H1 rejected
0,504 Sig (,616)	1,993 Sig (0,05)	Tcount<Ttable	H2 rejected
1.995 Sig (,030)	1,993 Sig (0,05)	Tcount>Ttable	H3 accepted
2.076 Sig (,042)	1,993 Sig (0,05)	Tcount>Ttable	H3 accepted
2.600 Sig (,011)	1,993 Sig (0,05)	Tcount>Ttable	H3 accepted

Source: data processed, 2024

1. Tangible Variable (X1) on Public Satisfaction (Y)
   The t-value obtained was 0.798, which is lower than the t-table value, with a significance level of 0.428, greater than $\alpha = 0.05$. This result indicates that the tangible variable has a positive but not significant effect on public satisfaction.
2. Reliability Variable (X2) on Public Satisfaction (Y)
   The analysis shows a t-value of 0.504, which is smaller than the t-table value, with a significance level of 0.616, exceeding $\alpha = 0.05$. Thus, the reliability variable has a positive but not significant influence on public satisfaction.
3. Responsiveness Variable (X3) on Public Satisfaction (Y)

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The t-value obtained was 1.995, greater than the t-table value, with a significance level of 0.030, smaller than α = 0.05. This means that the responsiveness variable has a positive and significant effect on public satisfaction.

4. Assurance Variable (X4) on Public Satisfaction (Y)
   The analysis reveals a t-value of 2.076, which is higher than the t-table value, with a significance level of 0.042, below α = 0.05. These findings indicate that the assurance variable positively and significantly influences public satisfaction
5. Empathy Variable (X5) on Public Satisfaction (Y)
   The results show a t-value of 2.600, greater than the t-table value, with a significance level of 0.011, less than α = 0.05. Therefore, the empathy variable has a positive and significant impact on public satisfaction.

g. f hypothesis test (simultaneous)

Table 11. Results of f-test (simultaneous)

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1093.830	5	218.766	28.246	<.001[b]
	Residual	518.910	67	7.745		
	Total	1612.740	72			

a. Dependent Variable: Public Satisfaction

b. Predictors: (Constant), Empathy, Tangible, Assurance, Reliability, Responsiveness

Source: data processed, 2024

Based on the SPSS 29.0 output, the simultaneous test revealed an F-value of 28.246, which is greater than the F-table value of 3.12, with a significance level of 0.001, lower than α = 0.05. These results indicate that tangibles (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) collectively have a positive and significant effect on consumer satisfaction (Y).

h. Discussion

Effect of Tangible Variable (X1) on Public Satisfaction (Y)
The hypothesis testing results show that the t-value of 0.798 is smaller than the t-table value, with a significance level of 0.428, which is greater than α = 0.05. This indicates that the tangible variable has an influence, but it is not significant on public satisfaction.

Effect of Reliability Variable (X2) on Public Satisfaction (Y)
The analysis reveals that the t-value of 0.504 is lower than the t-table value, with a significance level of 0.616, exceeding α = 0.05. Thus, the reliability variable demonstrates a positive but not significant effect on public satisfaction.

Effect of Responsiveness Variable (X3) on Public Satisfaction (Y)
The hypothesis test results indicate that the t-value of 1.995 is greater than the t-table value, with a significance level of 0.030, which is below α = 0.05. This means that the responsiveness variable has a positive and significant impact on public satisfaction.

Effect of Assurance Variable (X4) on Public Satisfaction (Y)
The results show a t-value of 2.076, which is higher than the t-table value, with a significance level of 0.042, less than α = 0.05. This finding confirms that the assurance variable positively and significantly influences public satisfaction.

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Effect of Empathy Variable (X5) on Public Satisfaction (Y)
The analysis demonstrates that the empathy variable obtained a t-value of 2.600, which is greater than the t-table value, with a significance level of 0.011, lower than α = 0.05. Therefore, empathy has a positive and significant effect on public satisfaction.

Joint Effect of Tangible (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) on Public Satisfaction (Y)
The F-test results show that the calculated F-value of 28.246 is greater than the F-table value of 3.12, with a significance level of 0.001, which is below α = 0.05. Hence, it can be concluded that all five independent variables collectively have a positive and significant effect on public satisfaction.

Conclusions and Suggestions

a. Conclussions

This study aimed to analyze the effect of public service quality on the Public Satisfaction Index (IKM) at the Sukoharjo District Office, Pringsewu Regency. Based on the research findings, several conclusions can be drawn:

1. The tangible (X1) variable influences the Public Satisfaction Index, but the effect is not statistically significant.
2. The reliability (X2) variable also shows an influence, yet it is not significant.
3. The responsiveness (X3) variable has a significant impact on the Public Satisfaction Index.
4. The assurance (X4) variable demonstrates a significant influence on public satisfaction.
5. The empathy (X5) variable significantly affects the Public Satisfaction Index.
6. Collectively, tangible, reliability, responsiveness, assurance, and empathy variables exert a positive and significant influence on the Public Satisfaction Index.

b. Suggestions

Based on the research results, the following recommendations are proposed:

1. Improving facilities and infrastructure – The District Office should enhance physical facilities, especially the condition of the aging building, and provide additional supporting infrastructure, such as wheelchair access, to ensure more inclusive public services.
2. Enhancing human resources – It is necessary to increase the number of staff and strengthen their competencies through training programs, particularly in mastering information technology, to ensure faster, more effective, and efficient service delivery.
3. Maintaining service quality – Elements such as friendliness, courtesy, and free-of-charge services should be consistently upheld to foster higher public trust and satisfaction with local government performance.

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