Analysis of the Effect of Health Service Quality on Public Trust and Satisfaction

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ABSTRACT

Public administration is basically an activity carried out by humans and equipment to achieve government goals. These activities are aimed at improving community welfare. Public administration is also a process of coordinating public resources and personnel to make, implement and manage public decisions. According to Dwiyanto (2022), public services are an indicator of assessing the quality of government administration in carrying out its duties and functions. The good or bad performance of a government can be seen from the extent to which its public services are in accordance with the demands, needs and expectations of the community. This research is intended to determine and explain the effect of health service quality on public trust and satisfaction (study at the Community Health Center Rogotrunan Lumajang Sub-District Lumajang Regency). This research uses a quantitative approach and is classified as explanatory research. The data collection technique used was a questionnaire. The population in this study was the entire population of Lumajang District, Lumajang Regency who used health services at the Rogotrunan Community Health Center, Lumajang Sub-District, Lumajang Regency. The research sample was determined as 100 respondents and the determination of respondents as samples used a simple random sampling method. The data analysis used to path analysis with a multiple linear regression approach which is analyzed with the Statistical Package for the Social Sciences (SPSS) software package. The results of the research show that there is an effect of service quality on public trust in the Rogotrunan Lumajang Sub-District Lumajang Regency. There is an effect of service quality on public satisfaction at the Rogotrunan Lumajang Sub-District Lumajang Regency. There is an effect of public trust on public satisfaction at the Rogotrunan Lumajang Sub-District Lumajang Regency. And, there is an effect of service quality on public satisfaction at the Rogotrunan Lumajang Sub-District Lumajang Regency through intervening public trust.

KEYWORDS	*Service Quality, Public Trust, and Public Satisfaction*

INTRODUCTION

Public administration is an activity carried out by people and equipment to achieve government goals, namely improving people's welfare. According to Keban (2014), public administration reflects the relationship between the state and society, including the private sector, through policies that lead to public services. Zauhar (2001) states that public administration should be geared towards serving people to improve their welfare.

Public services are the right of every community that must be fulfilled by the government, both at the central and regional levels. Dwiyanto (2022) states that public services are an indicator of the quality of government administration. Pasolong (2019) emphasizes the importance of public services that are in accordance with the needs of the community as a solution to existing problems.

Public services are carried out in accordance with statutory provisions and aim to meet community needs. According to Putra (2019), service effectiveness is determined by the ability to provide assistance and convenience to the community. Effective public services build public trust in government, which will increase their satisfaction.

Public satisfaction with public services is a key indicator of government success. According to Hayat (2023), public satisfaction depends on the match between expectations and experiences in receiving services. Public satisfaction drives loyalty and trust towards the government, which is important for the government's image.

One example of public services in the health sector is Puskesmas Rogotrunan in Lumajang. Despite frequent referrals, this health center has received complaints related to long queues, unfriendly information services, and unresponsive medical personnel. This condition encouraged the author to examine the effect of health service quality on community trust and satisfaction at Puskesmas Rogotrunan.

Seeing the condition of the Rogotrunan Community Health Center which still has several problems that occur related to health services to the community and based on the background that has been described. Based on the background above, the authors are interested in examining "Analysis of the Effect of Health Service Quality on Community Trust and Satisfaction at Rogotrunan Community Health Center, Lumajang District, Lumajang Regency".

This study aims to analyze the effect of service quality on public trust and satisfaction at Puskesmas Rogotrunan, Lumajang District, Lumajang Regency. The issues raised include whether service quality affects community trust and satisfaction, and whether community trust acts as an intervening variable in the relationship between service quality and satisfaction. The purpose of the study is to determine and analyze these relationships. The benefits of this study include theoretical contributions to the development of administrative science and public policy, as well as practical benefits for Puskesmas Rogotrunan in improving the quality of public services. For researchers, this research also serves as a means of developing insight and completing studies at the University of Jember Master of Administrative Sciences Program.

RESEARCH METHOD

This study uses a quantitative approach with the type of explanatory research, which aims to explain the causal relationship between variables such as health service quality, trust, and community satisfaction at Puskesmas Rogotrunan, Lumajang District, Lumajang Regency. This research was conducted from June to July 2024, with the community of health service users at the Puskesmas as the object of research. A sample of 100 respondents was taken using the simple random sampling method.

Data were collected through observation, questionnaires, and literature studies. The variables analyzed include public service quality as the independent variable, trust as the intervening variable, and community satisfaction as the dependent variable. Variable measurement is carried out with specific indicators, and the data is analyzed using a Likert scale. Data validity and reliability were tested to ensure the reliability of the measuring instruments.

Data analysis was conducted through descriptive methods and path analysis to identify direct and indirect effects between variables. Classical assumption tests, such as normality, multicollinearity, and heteroscedasticity tests, were also conducted to ensure the regression model used met the requirements. The t-test was used to test the significance of the effect of the independent variable on the dependent variable. Through path analysis, the effect of public service quality on public satisfaction both directly and through trust can be measured, providing a comprehensive picture of the relationship between the research variables.

RESULT AND DISCUSSION

Overview of Research Objects

This study was conducted at Puskesmas Rogotrunan, Lumajang sub-district, Lumajang district, which was established based on Ministry of Health regulations and the decision of the Head of the local Health Office. The Puskesmas performs its duties and functions in accordance with Ministry of Health Regulation No. 43/2019, including implementing health policies to achieve health development goals, integrating programs with a family approach, and organizing first-level public and individual health efforts. Puskesmas Rogotrunan has a vision to support a competitive, prosperous, and dignified Lumajang community, and a mission to improve welfare, bureaucratic reform, and information technology-based services. With the motto "Sahabat Keluarga, Gembira Dalam Berkarya," the Puskesmas implements work values that are passionate, friendly, customer-first, cooperation, and trustworthy. The organizational structure of the Puskesmas includes various coordinators responsible for public, individual, pharmaceutical, laboratory, and network health services in various areas.

General Description of Respondents

The description of respondents in this study includes the demographic characteristics of people who use health services at Rogotrunan Health Center, Lumajang District. Respondents consisted of 61% women and 39% men, indicating that the majority of health service users are women. The majority of respondents

were aged 31-40 years (36%), followed by the 41-50 years age group, illustrating that the service users are predominantly adults. In terms of education, 51% of respondents had a high school education, followed by 24% who had a junior high school education, indicating that health awareness is quite high among them. In terms of occupation, 28% of respondents were self-employed and 22% were farmers, reflecting a population that mostly lives in villages and works in the self-employed and agricultural sectors.

Data Analysis Results

Descriptive Statistics of Research Variables

The description of research variables is useful to support the results of data analysis. The variables used in this study are service quality, public trust, and public satisfaction. The results of the distribution of respondents on the answers to each indicator of the research variable (questionnaire) are as follows.

Table 1. Frequency Distribution of Respondents' Answers to Service Quality Variables

Item	Frequency of Respondents' Answers										Total
	SS	%	S	%	CS	%	TS	%	STS	%	
X1	31	31,0	57	57,0	7	7,0	4	4,0	1	1,0	100
X2	59	59,0	28	28,0	9	9,0	2	2,0	2	2,0	100
X3	40	40,0	49	49,0	7	7,0	4	4,0	0	0,0	100
X4	34	34,0	52	52,0	8	8,0	4	4,0	2	2,0	100
X5	46	46,0	43	43,0	5	5,0	4	4,0	2	2,0	100
X6	46	46,0	44	44,0	5	5,0	3	3,0	2	2,0	100
X7	27	27,0	59	59,0	10	10,0	4	4,0	0	0,0	100
X8	22	22,0	65	65,0	8	8,0	2	2,0	3	3,0	100
X9	25	25,0	63	63,0	6	6,0	6	6,0	0	0,0	100
X10	19	19,0	70	70,0	6	6,0	3	3,0	2	2,0	100

Source: data processed for 2024, appendix 5

Based on Table 1, it can be explained that with regard to the service quality variable measured by five indicators which are described into 10 question items, it can be seen that most respondents gave answers with a score of 4. This shows that the quality of service at the Rogotrunan Health Center, Lumajang District, Lumajang Regency is perceived as good. The good quality of service can be seen from the responses of respondents who stated that the Puskesmas has a clean and well-maintained building; Puskesmas uses health equipment that supports the initial diagnosis of patients (stethoscope, tensimeter); The doctor's diagnosis of the patient's illness has experienced a misdiagnosis; Puskesmas can fulfill the services promised to the community; Doctors have ignored complaints from patients; Health center staff have not provided the information needed properly; Doctors have been unfriendly to every patient who comes to their room; All health center staff have never shown a smile to patients who come; Doctors always remember the patient's previous problems/complaints; and Health center registration staff have stimulated a sour face when serving patients.

Based on the results of descriptive analysis, aspects of employee service quality at Puskesmas Rogotrunan, Lumajang District, Lumajang Regency, which are considered good include the Puskesmas has adequate health equipment and the doctor's diagnosis of the patient's illness is accurate. While aspects that are considered weak include all health center staff never showing a smile to patients who come and health center registration officers have stimulated a sour face when serving patients.

Table 2. Frequency Distribution of Respondents' Answers to Community Trust Variables

Item	Frequency of Respondents' Answers										Total
	SS	%	S	%	CS	%	TS	%	STS	%	
Z1	28	28,0	61	61,0	5	5,0	6	6,0	0	0,0	100
Z2	34	34,0	52	52,0	8	8,0	3	3,0	3	3,0	100
Z3	35	35,0	51	51,0	8	8,0	4	4,0	2	2,0	100
Z4	55	55,0	35	35,0	6	6,0	4	4,0	0	0,0	100

Source: data processed for 2024, appendix 5

Based on the percentage in Table 2, it can be seen that most respondents gave answers with a score of 4. This shows that public trust in the Rogotrunan Health Center, Lumajang District, Lumajang Regency is perceived as good. The good public trust can be seen from the responses of respondents who stated that Puskesmas doctors and staff are consistent in providing services to the community; Puskesmas doctors and staff are honest in providing services to the community; Puskesmas doctors and staff care in providing services to the community; and Puskesmas doctors and staff have good competence in providing services to the community.

Based on the results of descriptive analysis, aspects of public trust in Puskesmas Rogotrunan, Lumajang District, Lumajang Regency which are considered good include Puskesmas doctors and staff have good competence in providing services to the community. While the aspects that are considered weak are that the Puskesmas doctors and staff are consistent in providing services to the community and the Puskesmas doctors and staff are honest in providing services to the community.

Table 3. Distribution of Descriptions of Respondents' Answers to Community Satisfaction Variables

Item	Frequency of Respondents' Answers										Total
	SS	%	S	%	CS	%	TS	%	STS	%	
Y1	52	52,0	37	37,0	6	6,0	5	5,0	0	0,0	100
Y2	41	41,0	44	44,0	7	7,0	6	6,0	2	2,0	100
Y3	39	39,0	46	46,0	8	8,0	4	4,0	3	3,0	100
Y4	46	46,0	43	43,0	4	4,0	6	6,0	1	1,0	100
Y5	52	52,0	38	38,0	3	3,0	4	4,0	3	3,0	100
Y6	40	40,0	45	45,0	9	9,0	6	6,0	0	0,0	100
Y7	38	38,0	43	43,0	13	13,0	6	6,0	0	0,0	100

Y8	50	50,0	37	37,0	6	6,0	6	6,0	1	1,0	100
Y9	48	48,0	36	36,0	10	10,0	5	5,0	1	1,0	100
Y10	45	45,0	40	40,0	6	6,0	9	9,0	0	0,0	100

Source: data processed for 2024, appendix 5

Based on Table 3 that most respondents gave answers with a score of 5. This shows that the community satisfaction of the Rogotrunan Health Center, Lumajang District, Lumajang Regency is perceived as very good. Very good community satisfaction can be seen from the information requirements that must be met in managing a type of service at the Puskesmas are clear; service procedures at the Puskesmas are easy; services at the Puskesmas are fast; service fees at the Puskesmas are in accordance with applicable regulations; the results of services provided and received are in accordance with the provisions or expectations of the community; service officers at the Puskesmas have competence/ability related to public services; Service officers at the Puskesmas carry out public service tasks with a polite and friendly attitude; facilities and infrastructure at the Puskesmas are able to support public services; handling of complaints, suggestions, and input on health services at the Puskesmas is considered satisfactory; and the community gets health services at the Puskesmas safely and does not cause doubts or concerns for the community.

Based on the results of descriptive analysis, aspects of community satisfaction at Puskesmas Rogotrunan, Lumajang District, Lumajang Regency which are considered good are information on the requirements that must be met in managing a type of service at the Puskesmas, which is clear and the results of services provided and received in accordance with the provisions or expectations of the community. While aspects that are considered weak are service officers at the Puskesmas carrying out public service duties with a polite and friendly attitude and services at the Puskesmas are fast.

Validity and Reliability Test
1. Validity Test

Validity means the extent to which the accuracy and accuracy of a measuring instrument (in this case a questionnaire) performs its measuring function. This validity test uses the *SPSS for Windows* program package with the following results:

Table 4. Recapitulation of Validity Test Results

Variables	Question Item	r count	Sig	Description
	X1	0,553	0,004	Valid
	X2	0,647	0,000	Valid
	X3	0,602	0,001	Valid
	X4	0,655	0,000	Valid
X	X5	0,560	0,004	Valid
	X6	0,759	0,000	Valid
	X7	0,649	0,000	Valid
	X8	0,683	0,000	Valid
	X9	0,804	0,000	Valid

	X10	0,880	0,000	Valid
	Z1	0,853	0,000	Valid
Z	Z2	0,856	0,000	Valid
	Z3	0,721	0,000	Valid
	Z4	0,711	0,000	Valid
	Y1	0,719	0,000	Valid
	Y2	0,721	0,000	Valid
	Y3	0,741	0,000	Valid
	Y4	0,655	0,000	Valid
	Y5	0,555	0,004	Valid
Y	Y6	0,777	0,000	Valid
	Y7	0,544	0,005	Valid
	Y8	0,553	0,004	Valid
	Y9	0,647	0,000	Valid
	Y10	0,602	0,001	Valid

Source: Appendix 3

Based on Table 4, it can be seen that each indicator used in both the independent variable (service quality), the *intervening* variable (public trust) and the dependent variable (public satisfaction) has a significance value of r count which is smaller than 0.05. This means that the indicators used in this research variable are feasible or valid to be used as data collectors. This means that the indicators used in this research variable are feasible or valid for use as data collectors.

2. Reliability Test

This test is carried out to show the extent to which a measurement result is relatively consistent. A good question is a question that is clearly easy to understand and has the same interpretation even though it is submitted to different respondents and at different times. The reliability test results are as follows:

Table 5. Reliability Test Results

Variables	α	Description
X	0,935	Reliable
Z	0,947	$\alpha > 0,5$
Y	0,953	

Source: Appendix 4

Based on Table 5, it can be concluded that all variables used in this study are reliable, because they have a *Cronbach Alpha* (α) value greater than 0.50. As required by Singarimbun & Efendi (2011) that a construct is said to be reliable if the *Cronbach Alpha* value is more than 0.50.

Classical Assumption Test

An appropriate empirical model means that the regression coefficients must meet the Best Linear Unbiased Estimation (BLUE) requirements, namely normal or near-normal distributed data, no multicollinearity, and no heteroscedasticity.

1. Normality Test

The normality test aims to test whether in the regression model, the dependent and independent variables both have a normal distribution or not. The results of the normality test can be seen in Figure 1 below.
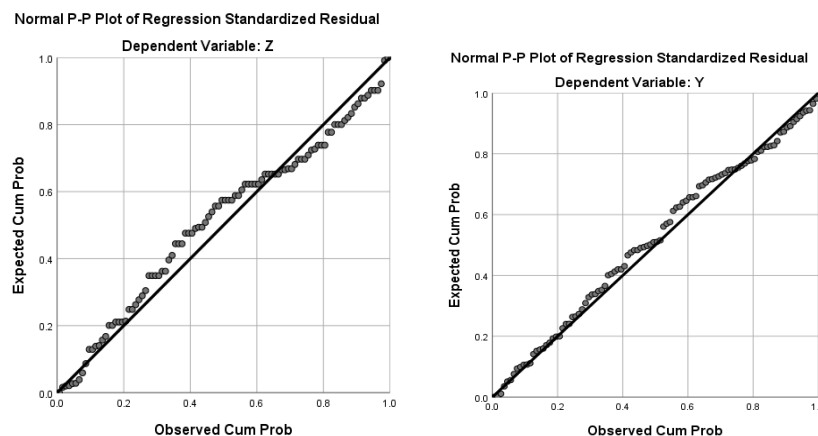

Figure 1. Normality Test Results
Source: Appendix 6

Based on Figure 1, it is known that the graph of the normality test results on the regression model (equation I and equation II), there are points spreading around the diagonal line, and the distribution follows the direction of the diagonal line. Then the regression model is feasible to use because it has met the assumption of normality.

2. Multicollinearity Test

Multicollinearity means that there is an intercorrelation between independent variables which indicates the existence of more than one significant linear relationship. If the correlation coefficient of the variable concerned is located outside the acceptance limits (*critical value*), the correlation coefficient is meaningful and multicollinearity occurs. If the correlation coefficient lies within the acceptance limits, the correlation coefficient is not meaningful and there is no multicollinearity.

Table 6. *Collinearity Statistic*

Equation	Variables	VIF	Description
I	X	1,000	No multicollinearity
II	X	1,725	No multicollinearity No
	Z	1,725	multicollinearity

Source: Appendix 6

Based on the results of the *Collinearity Statistic* analysis, it is known that in the model (equations I and II) there is no multicollinearity. This can be seen in Table 6 where the VIF value of each variable is less than 10.

3. Heteroscedasticity Test

This test is conducted to determine whether in a regression model there is an inequality of variance from one observation to another. The procedure is to detect by looking at the presence or absence of certain patterns on the *scatter plot* in Figure 4.3 where the X axis is the predicted Y and the Y axis is the residual (Y prediction - Y actual) that has been *standardized*. The basis for decision making is as follows:

a. If there is a certain pattern, such as the existing points forming a certain regular pattern (wavy, widening, then narrowing), then heteroscedasticity has occurred.

b. If there is no clear pattern and the dots spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.
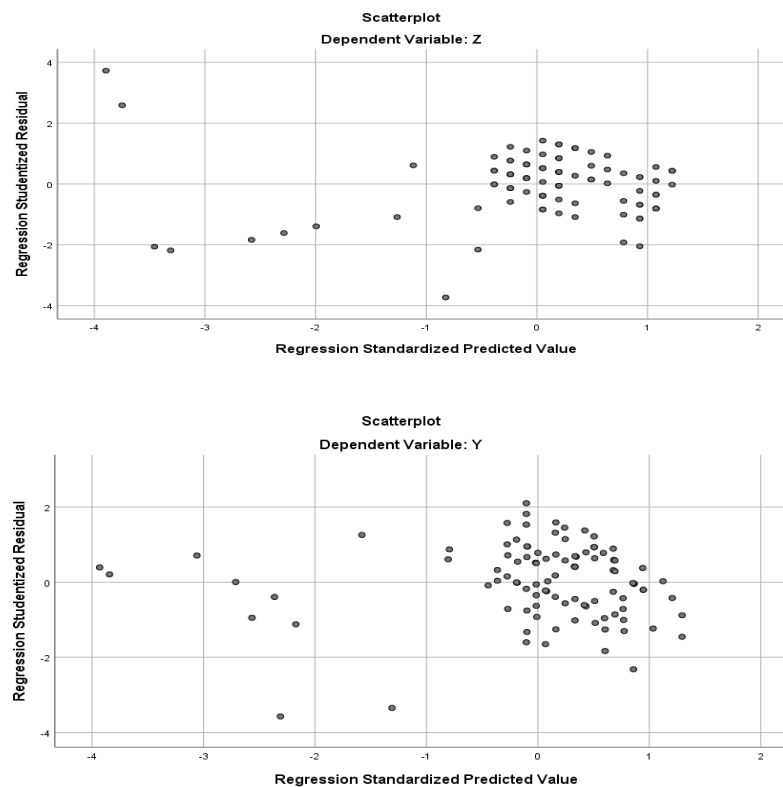

Figure 2. Heteroscedasticity Test Results
Source: Appendix 6

The results of the analysis of the *scatterplots* graph in Figure 2 show that the points spread randomly, do not form a certain clear pattern, and are spread both above and below the number 0 on the Y axis. This means that there is no heteroscedasticity in the regression model (equations I and II).

Path Analysis Results

Analysis and hypothesis testing of this study using *path analysis*. Testing the path analysis model in this study is intended to test the effect of service quality variables on public trust, the effect of service quality on public satisfaction, and the effect of public trust on public satisfaction. Path analysis model testing also involves the effect of service quality on community satisfaction with community trust as an *intervening* variable.

This section describes each path in the model section using *path* analysis. Each path tested shows the direct and indirect effects of public service quality on community satisfaction at the Rogotrunan Health Center, Lumajang District, Lumajang Regency. By knowing whether or not each path is significant, it will answer whether the proposed hypothesis is accepted or rejected. Each path tested represents the hypothesis in this study. The path coefficient value can be seen in Table 7 below.

Table 7. Summary of Path Analysis Results

	Regression Coefficient	SE	T Count	P	Description
X -> Z	0,648	0,033	8,431	0,000	H1 accepted
X -> Y	0,536	0,068	8,751	0,000	H2 accepted
Z -> Y	0,441	0,161	7,199	0,000	H3 accepted

Source: Appendix 4

The results in Table 7, are the results of path analysis which will then be interpreted to answer the hypothesis proposed. The explanation of the hypothesis test results can be stated as follows:

1. Effect of service quality on public trust

The path parameter coefficient obtained from the relationship between service quality and public trust is 0.648 with a P value of 0.000. The P value is smaller than $\alpha = 0.05$, so it is stated that service quality has a positive and significant effect on public trust. The positive path coefficient illustrates that the better the quality of service, the better public trust will be. Thus, the hypothesis stating that there is an effect of the effect of service quality on public trust at the Rogotrunan Health Center, Lumajang District, Lumajang Regency is proven correct or H_1 is accepted.

2. Effect of service quality on community satisfaction

The path parameter coefficient obtained from the relationship between service quality and community satisfaction is 0.536 with a P value of 0.000. The P value is smaller than $\alpha = 0.05$, so it is stated that service quality has a positive and significant effect on community satisfaction. The positive path coefficient illustrates that the better the quality of service, the better community satisfaction will be. Thus, the hypothesis stating that there is an effect of the effect of service quality on community satisfaction at the Rogotrunan Health Center, Lumajang District, Lumajang Regency is proven correct or H_2 is accepted.

3. The influence of public trust on public satisfaction

The path parameter coefficient obtained from the relationship between public trust and community satisfaction is 0.441 with a P value of 0.000. The P value is smaller than $\alpha = 0.05$, so it is stated that community trust has a positive and significant effect on community satisfaction. The positive path coefficient illustrates that the better public trust, the better public satisfaction will be. Thus, the hypothesis stating that there is an effect of the influence of public trust on community satisfaction at the Rogotrunan Community Health Center, Lumajang District, Lumajang Regency is proven correct or H_3 is accepted.

Calculation of Path Analysis

This section explains the calculation of the effect of public service quality variables (X) directly and indirectly on public satisfaction (Y), through the *intervening* variable Trust (Z). If there is an insignificant path, *trimming theory* is applied, namely by eliminating or deleting insignificant paths. Then with the results of the new structure, each *path coefficient is* calculated again.

The results of the data analysis obtained a structural equation model which can be seen in Figure 4.4 as follows.
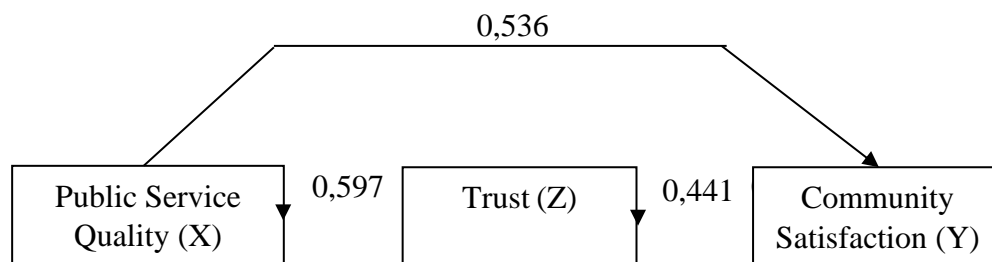
0,536

| Public Service Quality (X) | 0,597 | Trust (Z) | 0,441 | Community Satisfaction (Y) |

Figure 3. Path Analysis Results
Source: Table 6 and Appendix 6

The following is the hypothesized calculation of the path coefficient:
1. Effect of X on Z
   Direct; $Z \leftarrow X \rightarrow Z = (0.597).(0.597) = 0.356$
   Indirect; None
   Total Effect; 0.356 or 35.6%

2. Effect of ϵ_1 (variables other than X on Z)
   $= \sqrt{1 - R}$
   $= \sqrt{1 - 0{,}420}$
   $= \sqrt{0{,}580}$
   $= 0.762$ or 76.2%

3. Effect of Z on Y
   Direct; $Y \leftarrow Z \rightarrow Y = (0.441).(0.441) = 0.194$
   Indirect: None
   Total Effect; 0.194 or 19.4%

4. Effect of X on Y
   Direct; Y ← X → Y = (0.536).(0.536) = 0.287
   Indirect;Y ← X → Z → Y = (0.597).(0.441).(0.536) = 0.141
   Total Effect; 0.287 + 0.141 = 0.428 or 42.8%

5. Effect of $\epsilon2$ (variables other than X and Z) on Y
   = √1 - R
   = √1 - 0,789
   = √0,211
   = 0.459 or 45.9%

Based on the above calculations, the magnitude of the influence of the public service quality variable (X) on the trust variable (Z) is 35.6%. While the effect of trust (Z) on public satisfaction (Y) is 19.4%. And the effect of public service quality (X) on community satisfaction (Y) in total is 42.8%. Thus the best path is the direct effect of service quality (X) on community satisfaction (Y).

Testing Results of Indirect Influence
Testing at this stage is carried out to test the effect of exogenous variables on endogenous variables by involving *intervening* or mediating variables. Testing of indirect effects is carried out with the *Sobel Test* aimed at answering research problems regarding the indirect effect of exogenous variables consisting of public service quality (X), on the dependent variable of public satisfaction (Y) through the *intervening* variable of trust *(Z)*.

Based on the data in Table 7, the calculation of the t value in the Sobel Test is carried out with the following formula.

$$Sab = \sqrt{b^2 Sa^2 + a^2 Sb^2}$$
$$Sab = \sqrt{(0,441)^2(0,033)^2 + (0,648)^2(0,161)^2}$$
$$Sab = \sqrt{(0,00021) + (0,01091)}$$
$$Sab = \sqrt{0,01112}$$
$$Sab = 0,10543$$
$$t = \frac{ab}{Sab}$$
$$t = \frac{(0,648)(0,441)}{0,10543}$$
$$t = 2,713$$

P value = 0.007

In summary, the results of testing indirect effects can be presented in Table 8.

Table 8. Summary of Indirect Effect Test Results

	Regression Coefficient	SE	T Count	P	Description
X -> Z -> Y	0,286	0,105	2,713	0,007	H4 accepted

Source: Appendix 5

The results in Table 8 are the results of the *Sobel test* analysis which are then interpreted as follows. The path parameter coefficient obtained from the relationship between service quality and community satisfaction through public trust is 0.288 with a P value of 0.007. The P value is smaller than α = 0.05, so service quality has a positive and significant effect on community satisfaction with public trust mediation. The results prove that community trust plays an *intervening* role in the effect of service quality on community satisfaction. Thus, the hypothesis stated that there is an effect of service quality on community satisfaction with community trust as an *intervening* variable at the Rogotrunan Health Center, Lumajang District, Lumajang Regency is proven correct or H₄ is accepted.

Discussion

This study aims to determine and explain the effect of service quality on public trust and community satisfaction at the Rogotrunan Health Center, Lumajang District, Lumajang Regency. Overall, the research hypothesis proposed is proven correct. The following is a discussion of the findings in this study.

The Effect of Service Quality on Public Trust

The regression test results show that the service quality variable has a positive and significant effect on public trust. Thus, the hypothesis that there is an effect of service quality on public trust at the Rogotrunan Community Health Center, Lumajang District, Lumajang Regency is proven correct (H₁ accepted). This means that the service quality factor measured through the Puskesmas has a clean and well-maintained building; Puskesmas uses health equipment that supports the initial diagnosis of patients (stethoscope, tensimeter); The doctor's diagnosis of the patient's illness has experienced a misdiagnosis; Puskesmas can fulfill the services promised to the community; Doctors have ignored complaints from patients; Puskesmas officers have not provided the information needed properly; Doctors have been unfriendly to every patient who comes to their room; All puskesmas officers never show a smile to patients who come; Doctors always remember the patient's previous problems/complaints; and Puskesmas registration officers have stimulated a sour face when serving patients is a factor that determines public trust in Puskesmas Rogotrunan, Lumajang District, Lumajang Regency.

Trust is generally seen as a fundamental element for the success of a relationship. Without trust a relationship will not be able to last for a long period of time. To increase public trust, the government as a health service provider is required to provide good service quality. The dimensions of service quality have been outlined by Parasuraman et al, namely physical evidence, reliability, responsiveness, assurance, and empathy (Tjiptono, 2016). Adopting the opinion of Parasuraman et al, service quality has a positive effect on trust. Thus, people who believe in government institutions or agencies will like these institutions or government agencies because of the guarantee of good service quality, on the other hand, people who do not believe in government institutions or agencies will not like

these institutions or government agencies because there is no guarantee of good service quality.

The implications of Puskesmas Rogotrunan for the research that researchers have conducted regarding service quality on public trust, according to Achmad Yusri Firmansyah as the Administrative Staff of Puskesmas Rogotrunan, suggests that it will maintain the positive things as described above, including the Puskesmas has a clean and well-maintained building and neat officers; Puskesmas has adequate health equipment; the doctor's diagnosis of the patient's illness is accurate; Puskesmas can fulfill the services promised to the community; Doctors are willing to listen to complaints from patients; Puskesmas officers provide the information needed well; Doctors are always friendly to every patient who comes to the room. On weak aspects such as All health center staff always display a smile towards patients who come; Doctors always remember the problems/complaints of previous patients; and Health center registration officers always ask how each patient is doing. The health center will accommodate these suggestions and coordinate with superiors to review the SOP that has been running to be improved and provide understanding to staff who serve registration to be friendly and smiling at the patient and family. The results of this study are in accordance with the research findings of Laura (2016); Lanin & Hermanto (2019); Al Qohirie (2020); Han et al. (2021); and Wonganawat et al. (2022) which state that service quality has a significant effect on trust.

Effect of Service Quality on Community Satisfaction

The regression test results show that the service quality variable has a positive and significant effect on community satisfaction. Thus, the hypothesis that there is an effect of service quality on community satisfaction at the Rogotrunan Community Health Center, Lumajang District, Lumajang Regency is proven correct (H_2 accepted). This means that the service quality factor measured through the Puskesmas has a clean and well-maintained building; Puskesmas uses health equipment that supports the initial diagnosis of patients (stethoscope, tensimeter); The doctor's diagnosis of the patient's illness has experienced a misdiagnosis; Puskesmas can fulfill the services promised to the community; Doctors have ignored complaints from patients; Puskesmas officers have not provided the information needed properly; Doctors have been unfriendly to every patient who comes to their room; All puskesmas officers never show a smile to the patients who come; Doctors always remember the patient's previous problems/complaints; and Puskesmas registration officers have stimulated a sour face when serving patients is a factor that determines community satisfaction at Rogotrunan Health Center, Lumajang District, Lumajang Regency.

According to the results of interviews with Mrs. Indri Kurniawati as the patient's guardian and Mrs. Mutmainnah as the patient as a service user at the Puskesmas expressed her opinion that registration officers often show a sour face to patients and patient guardians who come. In addition, officers are also less friendly in answering questions from patients and patient guardians. This makes satisfaction with the service assessed and still needs to be improved or improved

again. Given that the Puskesmas is a public service place that is often visited by the community.

Service management in the public sector is the overall service management activities carried out by the government which are operationally carried out by government agencies or other government-owned legal entities in accordance with their authority, both services that are directly provided to the public or indirectly through certain policies (Alimansyah & Suratman, 2023). The concept of public service management is basically no different from the concept of service management in the private sector. Both concepts are based on efforts to create the best quality of service in order to create the maximum level of satisfaction for service users.

Service quality is always correlated with the satisfaction of users of these services. Service quality can inspire people to build strong long-term relationships and ultimately increase satisfaction and minimize public dissatisfaction and has a close relationship with public satisfaction (Kurnianingsih & Irwanto, 2021). Service quality describes the comparison between phenomena and expectations of the services received.

Satisfaction is a description of a person's feelings of pleasure or disappointment that arise after comparing the performance (results) of the product that is thought against the expected performance (or results). If the performance is below expectations, the customer is dissatisfied. If the performance meets expectations the customer is satisfied. If the performance exceeds expectations, the customer is very satisfied or happy. If the above definition is adopted in the concept of public services, then the definition of public satisfaction can be referred to as the feeling of satisfaction or dissatisfaction of the community with the performance of services carried out by government officials in the context of providing public goods and services.

The results of this study are in accordance with the research findings of Taqdees et al. (2017); Rahman (2019); Lanin & Hermanto (2019); YuSheng & Ibrahim (2019)**;** Al Qohirie (2020); Liu et al. (2020)**;** Sarli Rahman et al. (2021); Han et al. (2021); and Wonganawat et al. (2022) which states that service quality has a significant effect on satisfaction.

The Effect of Community Trust on Community Satisfaction

The regression test results show that the public trust variable has a positive and significant effect on community satisfaction. Thus, the hypothesis that there is an effect of public trust on community satisfaction at the Rogotrunan Community Health Center, Lumajang District, Lumajang Regency is proven correct (H_3 accepted). This means that the community trust factor as measured by Puskesmas doctors and staff are consistent in providing services to the community; Puskesmas doctors and staff are honest in providing services to the community; Puskesmas doctors and staff care about providing services to the community; and Puskesmas doctors and staff have good competence in providing services to the community is a factor that determines community satisfaction at Puskesmas Rogotrunan Lumajang District Lumajang Regency.

Trust is a company's willingness to rely on a business partner. Trust depends on several inter-personal and inter-organizational factors such as competence, integrity, honesty and kindness. Building trust can be difficult in dynamic environmental situations, government agencies apply strict regulations in terms of providing public services to the community. The public need not worry that they will get the right quality product or service delivered to the right place at the right time.

Customer/community satisfaction is an emotional response to experiences related to a particular product/service purchased. If performance is below expectations, the customer is dissatisfied. If performance meets expectations the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy. Public satisfaction is the conclusion of the interaction after using the service or service that has been provided then comparing the performance that has been given to the expected performance. The results of this study are in accordance with the research findings of Purnomo & Qomariah (2019); Al Qohirie (2020); Sarli Rahman et al. (2021); Wonganawat et al. (2022) which states that trust has a significant effect on satisfaction.

The Effect of Service Quality on Public Satisfaction through Intervening Public Trust

The regression test results show that the service quality variable has a positive and significant effect on community satisfaction through *intervening* community trust. Thus, the hypothesis that there is an effect of service quality on community satisfaction at the Rogotrunan Health Center, Lumajang District, Lumajang Regency through *intervening* community trust is proven correct (H4 accepted). In this case, public trust plays an *intervening* role in the effect of service quality on community satisfaction. Thus, it is stated that the better the quality of service will encourage the creation of public trust which in turn plays an important role in increasing public satisfaction at the Rogotrunan Health Center, Lumajang District, Lumajang Regency.

CONCLUSION

This study concludes that service quality at Puskesmas Rogotrunan, Lumajang District, has a significant influence on public trust and satisfaction. Service quality also plays an important role in increasing satisfaction through public trust. Some aspects of the service are considered good and need to be maintained, such as the use of health equipment that supports diagnosis, but there are weaknesses that need to be improved, especially regarding the attitude of health center staff towards patients. Suggestions for future research are to consider other variables such as institutional image and service innovation to deepen understanding of community trust and satisfaction.

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