The Role of Public Satisfaction in Mediating the Effect of Service Quality on Public Trust in Public Safety and Order Services in the Medan Tuntungan District

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Abstract

This study aims to analyze the effect of service quality on public satisfaction and trust, as well as the role of public satisfaction in mediating the effect of service quality on public trust in public safety and order services in the Medan Tuntungan subdistrict. This study uses a quantitative approach with a causal-associative research design. The study sample consisted of 398 respondents selected using purposive sampling. Data were collected via a questionnaire and analyzed using the SEM-PLS method with the assistance of SmartPLS. The results indicate that service quality has a positive and significant effect on public trust (0.165; $p < 0.001$) and public satisfaction (0.388; $p < 0.001$). Public satisfaction also has a positive and significant effect on public trust (0.569; $p < 0.001$). Furthermore, public satisfaction was found to mediate the effect of Service Quality on public trust (0.221; $p < 0.001$). Thus, improving service quality and public satisfaction plays a crucial role in building public trust in the delivery of public safety and order services.

Keywords: Service Quality; Public Satisfaction; Public Trust

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Introduction

Public services are one of the government's responsibilities in meeting public needs and realizing good governance. The quality of public services is determined not only by the availability of facilities and service procedures but also by the government's ability to provide services that are prompt, accurate, transparent, responsive, and in line with public expectations. High-quality service is crucial because the interaction between the government—as the service provider—and the public—as the service recipients—shapes the public's assessment of government performance. When the public receives services that meet their needs and expectations, this has the potential to increase satisfaction while simultaneously strengthening public trust in government institutions.

One form of public service that plays a vital role in people's lives is public safety and order. This service is directly linked to the government's efforts to create a safe, orderly, comfortable, and conducive environment for all segments of society. Public safety and order are not merely social necessities but also form part of local governments' responsibility to protect the public. Under Law No. 23 of 2014 on Regional Government, matters concerning public peace, public order, and community protection are classified as mandatory government responsibilities related to basic services. Consequently, the delivery of these services must be carried out optimally, as they are directly linked to fulfilling the public's basic need for a sense of security and an orderly environment.

The implementation of public peace and order also has an operational framework established by the Minister of Home Affairs Regulation No. 26 of 2020 on the Implementation of Public Order and Community Peace as well as Community Protection. This regulation explains that the maintenance of public peace and order is carried out through various activities, including early detection and prevention, guidance and education, patrols, security, escorts, enforcement, as well as the management of demonstrations and mass disturbances. In practice, the Civil Service Police Unit (Satpol PP) plays a leading role at the regency/city level, while subdistrict and village governments contribute through coordination and support for the maintenance of public peace and order. This underscores that the success of public peace and order services requires interagency coordination and community involvement as part of efforts to create a conducive environment.

In the context of the City of Medan, the Medan Tuntungan Subdistrict is one of the administrative areas requiring the sustainable provision of public peace and order services. Based on a publication by the Medan City Central Statistics Agency, titled "Medan Tuntungan Subdistrict in Figures 2025," this area possesses geographical, governmental, social, and economic characteristics that form part of the dynamics of local community life. Meanwhile, based on data from the City of Medan's 2025–2029 Regional Medium-Term Development Plan (RPJMD), the population of the Medan Tuntungan subdistrict in 2024 was recorded at 101,069 people, consisting of 49,924 males and 51,145 females. This population figure underscores the significant number of people who require a safe and orderly environment, as well as government services capable of addressing various issues related to public safety and order.

In line with the dynamics of community life, the delivery of public safety and order services faces various service demands. The public not only expects the government to enforce order when violations occur but also expects a swift response to reports of disturbances, clear

complaint procedures, competent officers, a humane service attitude, and accountable follow-up actions. Under these circumstances, service quality becomes a critical factor in determining how the public evaluates the performance of government officials. Slow, unresponsive, inconsistent service, or a lack of clear information has the potential to cause dissatisfaction. Conversely, service delivered professionally, fairly, and transparently can provide a positive experience for the public, thereby fostering a favorable assessment of the service providers.

Insights into the quality of public safety and order services in the City of Medan can be found in the 2024 Public Satisfaction Survey (SKM) Report by the Medan City Civil Service Police Unit. According to the report, the Public Satisfaction Index (IKM) reached 89.83, falling into Category A or "very good." Nevertheless, the results of the assessment by component still reveal aspects of service that require attention. The complaint handling component received the lowest score of 3.47, followed by service requirements at 3.49 and service type specifications at 3.51. Additionally, the report noted public feedback regarding the need to expedite complaint handling, accelerate the processing of reports on public order violations, and conduct enforcement in a more humane manner.

These findings indicate that achieving a "very good" level of public satisfaction does not automatically mean that all service components are functioning optimally. There are still specific aspects that require improvement, particularly in complaint handling, service speed, and the approach taken by officers when enforcing public order. This is important because public safety and order services have characteristics that differ from general administrative services. The public not only evaluates the service process but also pays attention to how the government responds to problems, provides protection, resolves complaints, and treats citizens fairly. Therefore, service quality in this field must be understood as a comprehensive service experience that can influence public satisfaction and trust.

Nevertheless, the 2024 SKM data from the Medan City Satpol PP provides an overview of services at the city level overall and does not represent a measurement specifically reflecting the community of Medan Tuntungan Subdistrict. The report also notes that only 53 respondents were successfully surveyed, while the minimum number of respondents specified in the report is 66. Thus, while this data can serve as an initial indication of service aspects requiring attention, it is insufficient to specifically describe the community's perceptions of public safety and order services in the Medan Tuntungan subdistrict. This situation underscores the importance of research that directly measures community perceptions in the study area to obtain an empirical picture better aligned with the characteristics and experiences of the local community.

In the relationship between service quality and public trust, public satisfaction plays a crucial role. Public satisfaction is a form of evaluation based on the experience of the service received, comparing pre-service expectations with the actual service experience. When the service provided meets or exceeds public expectations, the public tends to give a positive assessment of the service provider. Conversely, if the service received does not meet expectations, the public may express dissatisfaction. In the context of public safety and order services, public satisfaction can be shaped by experiences such as filing complaints, receiving responses from officials, obtaining information, and observing the government's follow-up actions regarding issues occurring in their communities.

Public satisfaction can further serve as a key factor in fostering public trust in the government. Public trust reflects the public's belief that the government possesses the capability, integrity, consistency, and commitment to fulfill its public service responsibilities. This trust is not built solely through government policies or statements but also through the public's actual experiences when interacting with government officials. In the provision of public safety and order services, trust is reflected in the public's belief that the government is capable of addressing disturbances to public order, providing fair protection, following up on reports, and carrying out its duties in accordance with applicable regulations. Thus, satisfaction with the services received can serve as a positive experience that strengthens the public's confidence in the government's ability and sincerity in delivering services.

The relationship between service quality, public satisfaction, and public trust is also supported by a number of previous studies. A study by Taufiqurokhman et al. (2024) on the influence of electronic service quality on public trust and satisfaction in e-government services showed that service quality has a significant impact on public trust and satisfaction. The study demonstrated that responsive, timely, and courteous service plays a role in building a relationship of trust between the government and the public.

Furthermore, a study by Yulianto et al. (2026) on the factors influencing public trust in village governments—with public satisfaction serving as a mediating variable—found that the quality of public services has a positive and significant effect on public satisfaction. Public satisfaction also has a positive and significant effect on public trust. This study also demonstrated that public satisfaction mediates the relationship between the quality of public services and public trust. These findings suggest that service quality has the potential to foster trust not only directly but also through the satisfaction the public derives from government services.

Relevant results were also found in a study by Andrias, Widodo, and Hernawaty (2026), which examined the role of service user satisfaction in mediating the influence of service quality on service user trust at the Medan Administrative Court. This quantitative study using SEM-PLS demonstrated that service quality has a positive and significant effect on both service user satisfaction and trust. Furthermore, service user satisfaction was found to mediate the effect of service quality on trust. These findings are particularly relevant because the study was conducted at a public service institution in the city of Medan, thereby providing empirical evidence regarding the importance of satisfaction in building public trust in service providers.

Based on these studies, it is clear that service quality, public satisfaction, and public trust are closely interrelated in the delivery of public services. However, research examining the relationship among these three variables in public safety and order services—particularly in the Medan Tuntungan subdistrict—still needs to be developed. This is because the characteristics of public safety and order services differ from those of administrative or electronic services. These services are directly related to environmental safety, the handling of public order disturbances, public complaints, the enforcement of regulations, and interactions between officers and the public in situations that sometimes require swift and appropriate action. Therefore, research findings in other areas of public service may not fully capture the relationships among these variables in the context of public safety and order services.

This study is important because it aims to further examine whether the quality of service provided by public safety and order service providers can directly increase public trust or whether it requires the formation of public satisfaction as an intermediary mechanism. Public satisfaction in this study is positioned as a mediating variable that explains how the public's experience with service quality can shape trust in the government. Thus, the study not only focuses on the direct influence of service quality on public trust but also analyzes the indirect influence through public satisfaction. This approach is expected to provide a more comprehensive understanding of the process by which public trust in public safety and order service providers is formed.

In practical terms, the results of this study are expected to serve as evaluation material for the Medan Tuntungan Subdistrict Government, along with local government officials and relevant agencies—particularly the Medan City Civil Service Police Unit—in improving the quality of public safety and order services. Improvements in service quality can focus on the speed of response to complaints, clarity of information and procedures, officer competence, a humane attitude, consistency in handling issues, and follow-up on community needs. By improving service quality with a focus on public satisfaction, it is hoped that public trust in the government will grow stronger and encourage community participation in maintaining peace and order in the neighborhood.

Based on this description, the researcher is interested in conducting a study titled "The Role of Public Satisfaction in Mediating the Effect of Service Quality on Public Trust in Public Safety and Order Services in the Medan Tuntungan Subdistrict".

Literature Review

1. Grand Theory: Consumer Behavior Theory

a. Consumer Behavior Theory from a Public Service Perspective

The grand theory used in this study is Consumer Behavior Theory. This theory was originally developed in the field of marketing to explain how individuals go through the process of identifying needs, searching for information, evaluating alternatives, making usage decisions, and evaluating a product or service after acquisition. However, in the development of public administration and service management studies, the concept of consumer behavior has also begun to be used to understand how the public, as users of public services, assess the performance of government services.

According to Kotler and Keller (2022), consumer behavior is the process by which individuals select, use, and evaluate a product or service deemed capable of fulfilling their needs and desires. This evaluation process is not limited to the decision to use the service but also encompasses the formation of perceptions, experiences, satisfaction, and individual attitudes following the receipt of a service.

In the context of public services, the public can be viewed as *service users* who evaluate the services provided by the government. Unlike consumers in the business sector who engage in direct economic exchanges, the public in the context of public services assesses services based on the benefits received, ease of access, speed of service, the provider's ability to resolve issues, and the alignment between expectations and the actual service experience.

According to Rachmawati et al. (2023), the modern public service paradigm has shifted from a procedure-oriented bureaucratic approach toward one that is more focused on the public as service users. This shift means that the government is not only required to provide services but must also understand the public's perceptions of service quality and the benefits they perceive after receiving the service.

In consumer behavior theory, an evaluation of a service will elicit a specific response from the user. If the service experience meets or exceeds expectations, the user will form a positive perception in the form of satisfaction. Conversely, if the service received does not meet expectations, the user may experience dissatisfaction. In public service, this public satisfaction has broader implications because it can influence the level of public trust in the government as the service provider.

The connection between Consumer Behavior Theory and this study is evident through the relationships among the study's variables. Service Quality and Perceived Value are factors that influence the public's evaluation of public safety and order services. When the public receives services that are prompt, accurate, transparent, and provide tangible benefits, they will form a positive perception of those services. This positive perception then increases public satisfaction, which in turn contributes to the development of public trust in the government.

Thus, consumer behavior theory serves as the foundation for explaining that the public is not merely a recipient of public services but also an active evaluator of service experiences. Evaluations of service quality and perceived value will determine the public's level of satisfaction, and this satisfaction is one of the key factors in building public trust in public safety and order services in the Medan Tuntungan Subdistrict.

b. Public Trust

Public trust is a crucial aspect of the relationship between the government and the public. Trust reflects the public's belief that the government possesses the capability, integrity, and commitment to carry out public service functions responsibly.

According to Taufiqurokhman et al. (2024), public trust in the government is formed through the public's experiences when interacting with public services. Services that meet public expectations foster a positive perception of the government, whereas services that fall short of expectations can lead to a decline in public trust.

In the delivery of public services, public trust is influenced not only by the availability of services but also by how those services are provided. The public will have greater trust if the government demonstrates the ability to resolve issues, provides information transparently, and delivers services professionally and responsibly.

According to research by Grimmelikhuijsen and Meijer (2020), transparency in government services plays a crucial role in enhancing public perceptions of the credibility and trustworthiness of government institutions. Open access to information gives the public a sense of certainty and reduces uncertainty regarding the services provided.

In this study, public trust is defined as the public's confidence in the capability, integrity, and transparency of the Medan Tuntungan Subdistrict government in providing public safety and order services in a professional and responsible manner.

c. Indicators of Public Trust

According to Taufiqurokhman et al. (2024), the indicators of public trust in this study include:

1. Ability
   Ability describes the public's belief that the government possesses the capability and competence to provide public safety and order services.
2. Integrity
   Integrity reflects the public's belief that officials provide services honestly, responsibly, and in accordance with applicable regulations.
3. Transparency
   Transparency reflects the public's confidence that the government provides service information in an open, clear, and easily understandable manner.

d. Public Satisfaction

Public satisfaction is one of the key indicators in assessing the success of public service delivery. Satisfaction reflects how the public evaluates a service after receiving it by comparing their expectations prior to receiving the service with their actual experience.

According to Taufiqurokhman et al. (2024), public satisfaction is the level of the public's feelings after comparing their expectations regarding a service with the actual performance of the service received. If the service received meets the public's expectations, satisfaction is achieved. Conversely, if the service received does not meet expectations, this can lead to dissatisfaction.

From a public service perspective, public satisfaction not only indicates the government's success in delivering services but also serves as an indicator of how the public assesses the performance of service providers. A government capable of providing services that are prompt, accurate, transparent, and aligned with public needs will receive positive evaluations from the public.

Research on public services shows that public satisfaction is closely related to Service Quality and Perceived Value. Good Service Quality creates a positive service experience, while high Perceived Value enhances the public's perception of the benefits of the services received. Both factors subsequently contribute to increased public satisfaction. In this study, public satisfaction is defined as the public's evaluation of public safety and order services in the Medan Tuntungan subdistrict after comparing their expectations with their actual service experiences.

e. Indicators of Public Satisfaction

According to Taufiqurokhman et al. (2024), the indicators of public satisfaction in this study include:

1. Expectation-Service Alignment
   Expectation alignment indicates the degree of alignment between the services received by the public and their expectations prior to receiving those services.
2. Service Experience
   Service experience describes the public's assessment of the interaction process with staff while receiving services.
3. Service Outcomes
   Service outcomes indicate the extent to which the services provided are able to offer solutions and meet the public's needs.
4. Overall Satisfaction
   Overall satisfaction reflects the public's general evaluation of the services provided by the government.

f. Service Quality

Service quality is one of the key concepts in service studies because it describes how service users assess an organization's ability to provide services in accordance with users' needs and expectations. In the context of public services, service quality is not only related to the government's ability to provide services but also encompasses how the public experiences the service process, obtains information, receives responses to their needs, and perceives the benefits of the services provided.

According to Hardiyansyah (2021), the quality of public services is a dynamic condition related to service processes, human resources, service procedures, and the outcomes of services provided by service providers to the public. Public services are considered high-quality when service providers are able to deliver services that are easily accessible, prompt, accurate, transparent, and aligned with the public's needs.

In line with developments in modern public administration, service quality has become a key indicator in assessing the government's success in fulfilling its service functions. The public evaluates services not only based on the mere availability of a service but also on their experience during interactions with service providers. This experience includes the ease of

obtaining information, the ability of staff to provide solutions, the speed of responding to public reports, and the attitude of staff in delivering services.

In public service research, Service Quality is closely linked to public satisfaction. When the public receives services that meet their expectations, positive evaluations of those services emerge. Conversely, services that are slow, uninformative, and unable to resolve public issues can lead to dissatisfaction. Such conditions can ultimately affect the level of public trust in the government.

According to Taufiqurokhman et al. (2024), service quality in public services plays a crucial role in shaping the public's perception of government performance. Responsive, transparent, and community-oriented services can enhance user satisfaction. This satisfaction then serves as the foundation for building a relationship of trust between the public and the government.

In this study, service quality is defined as the public's perception of the ability of public safety and order services in the Medan Tuntungan subdistrict to provide services that are effective, responsive, transparent, and aligned with community needs.

g. Service Quality Indicators

According to Taufiqurokhman et al. (2024), service quality in this study is measured using five indicators, namely:

1. Tangibles (Physical Evidence)
   Tangibles are aspects of service that can be directly observed by the public, such as service facilities, availability of information, supporting facilities, and the condition of the service environment. In public safety and order services, the tangibles aspect can be seen in the ease with which the public can obtain service information, access to complaint channels, and the readiness of supporting service facilities.
2. Reliability
   Reliability describes a service provider's ability to deliver services accurately, consistently, and in accordance with established procedures. In the context of public safety and order services, reliability relates to officers' ability to handle reports from the public and provide appropriate resolutions.
3. Responsiveness
   Responsiveness indicates an officer's ability to respond quickly to community needs. Public safety and order services require a high level of responsiveness because they involve situations that demand immediate attention.
4. Assurance
   Assurance relates to officers' ability to instill a sense of security and confidence in the public through competence, professionalism, and a responsible attitude in providing services.
5. Empathy
   Empathy describes officers' attention to and concern for the public's needs. Service officers who are able to understand the public's circumstances will create a more positive service experience and increase public trust.

h. Conceptual Framework

Based on the hypotheses formulated above, the researcher developed a conceptual framework. This conceptual framework was designed to illustrate the relationships among the variables under study, thereby clarifying the theoretical and empirical reasoning used to address the research questions.

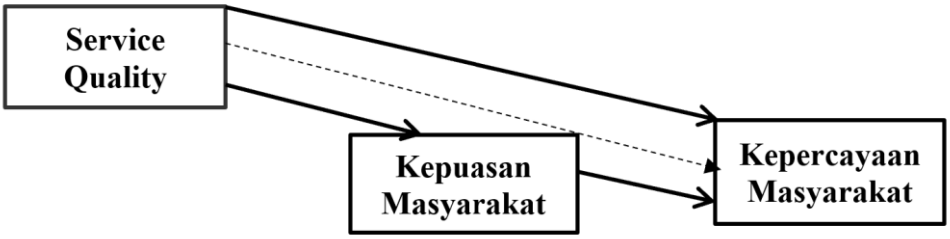


Figure 1. Conceptual Framework

2. Research Hypotheses

Based on the conceptual framework linking service quality, community satisfaction, and community trust in public safety and order services in the Medan Tuntungan subdistrict, the research hypotheses are formulated as follows.

1. Service quality has a positive and significant effect on public satisfaction with public safety and order services in Medan Tuntungan Subdistrict.
2. Service quality has a positive and significant effect on public trust in public safety and order services in Medan Tuntungan Subdistrict.
3. Public satisfaction has a positive and significant effect on public trust in public safety and order services in Medan Tuntungan Subdistrict.
4. Service quality has a positive and significant effect on public trust through public satisfaction with public safety and order services in Medan Tuntungan Subdistrict.

Research Methodology

1. Type and Research Approach

This study employs a quantitative approach with a causal-associative research design. The quantitative approach was chosen because this study aims to examine the relationships and influences among the research variables using numerical data obtained from a questionnaire distributed to respondents.

According to Sugiyono (2022), quantitative research is a research method grounded in the philosophy of positivism, used to study a specific population or sample by employing research instruments and statistical data analysis to test established hypotheses.

Causal-associative research is used to determine the cause-and-effect relationship between independent variables, intervening variables, and dependent variables. In this study, the independent variables consist of Service Quality (X1) and Perceived Value (X2); the intervening variable is Public Satisfaction (Y); and the dependent variable is Public Trust (Z).

This study aims to analyze the direct and indirect effects of service quality and perceived value on public trust through public satisfaction as an intervening variable.

2. Research Location and Time

This study was conducted in the Medan Tuntungan Subdistrict, City of Medan, North Sumatra Province, located at Jalan Bunga Melati No. 1, Kemenangan Tani Village, Medan Tuntungan Subdistrict, City of Medan, North Sumatra Province.

The selection of the research location was based on the consideration that Medan Tuntungan Subdistrict is an administrative area with fairly dynamic community activities, thus requiring public safety and order services that are effective, responsive, and in line with community needs.

The research subjects are members of the community who have received or interacted with public safety and order services in Medan Tuntungan Subdistrict.

The research timeline is planned to cover the stages from proposal development, data collection, data processing, and analysis of research results, through to the preparation of the final research report.

3. Research Population and Sample

The population in this study consists of all residents of Medan Tuntungan Subdistrict who have used or interacted with public safety and order services, totaling approximately 102,000 people, comprising 9 urban villages and 75 neighborhoods.

A sample is a portion of the population selected to represent the characteristics of the population in the study. The population in this study consists of all residents of Medan Tuntungan Subdistrict who have ever used or interacted with public safety and order services, totaling approximately 102,000 people. The sample size was determined using the Slovin formula with a margin of error of 5% because the population size is known with certainty. Based on these calculations, the sample size for this study is 398 people.

The sampling technique used in this study was purposive sampling, a non-probability sampling method in which respondents are selected based on specific criteria established by the researcher in accordance with the study's objectives. This technique was chosen to identify respondents who had used or interacted with public safety and order services. The criteria for respondents in this study were as follows:

1. Residents of the Medan Tuntungan subdistrict.
2. At least 17 years of age.
3. Have previously used or interacted with public safety and order services.
4. Are familiar with the service process provided by officers.

4. Types and Sources of Data

The types of data used in this study consist of:

1. Primary Data
   Primary data is data obtained directly from research respondents through the distribution of questionnaires. In this study, primary data was obtained from the responses of residents of the Medan Tuntungan subdistrict regarding their perceptions of service quality, perceived value, customer satisfaction, and customer trust.
2. Secondary Data
   Secondary data consists of supporting data obtained from various sources, such as books, scientific journals, government documents, regulations related to public services, and other academic sources.

5. Data Analysis Techniques

Data analysis in this study used the Structural Equation Modeling - Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS software. SEM-PLS was used because this study involved a complex model of relationships between variables, specifically testing direct and indirect effects through intervening variables.

The data analysis stages consist of:

1. Descriptive Statistical Analysis
   Descriptive statistical analysis was used to describe the characteristics of the respondents and the distribution of their responses to each research variable.
2. Outer Model Evaluation (Measurement Model)
   The outer model evaluation was conducted to determine the validity and reliability of the research instruments through:
   a. Convergent Validity
      Used to determine the degree of relationship between indicators and the construct of the variable.
   b. Discriminant Validity
      Used to ensure that each variable has distinct characteristics.
   c. Composite Reliability
      Used to test the consistency of the research instrument.
3. Inner Model Evaluation (Structural Model)
   Inner model testing is conducted through:

1. R-Square (R^2)
   To determine the ability of independent variables to explain the dependent variable.
2. Path Coefficient
   To determine the direction and magnitude of the influence between variables.
3. Bootstrapping
   To test the significance of relationships between variables using t-statistics and p-values.

4. Mediation Analysis
   A mediation test is conducted to determine whether:
   a) Service Quality influences Public Trust through Public Satisfaction.
   b) Perceived Value influences Public Trust through Public Satisfaction.

Results

1. Respondent Characteristics

The number of respondents in this study was 190. Respondent characteristics included gender, age, occupation, highest level of education, monthly income or allowance, purchasing experience, purchase frequency, time of last purchase, and information media used.

Table 4.1. Distribution of Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	167	42
	Female	231	58
Age	17–25 years	45	11
	26–35 years	124	31
	36–45 years	157	39
	>45 years	72	18
Occupation	Students	34	9
	Government Institutions	69	17
	Private Sector Employees	145	36
	Self-Employed	48	12
	Housewife	46	12
	Other	56	14
Highest Level of Education	Junior High School or Equivalent	78	20
	High School or Equivalent	60	15
	Associate's Degree (D3)	68	17
	Bachelor's Degree (S1)	134	34
	Graduate (Master's/Doctorate)	58	15
Monthly Income / Allowance	< Rp1,000,000	34	9
	Rp1,000,000–Rp3,000,000	128	32
	Rp3,000,001–Rp5,000,000	113	28
	> Rp5,000,000	123	31
Residence	Medan Tuntungan Subdistrict	376	94
	Outside the Medan Tuntungan Subdistrict	22	6
Frequency of Service Use	1 time	12	3
	2–3 times	123	31
	4–5 times	163	41

Characteristics	Category	Frequency	Percentage (%)
	More than 5 times	100	25
Last Time the Service Was Used	Within the last 1–3 months	235	59
	Last 4–6 months	76	19
	Last 7–12 months	64	16
	More than 1 year ago	23	6
Types of Services Previously Used	Complaints regarding public order disturbances	143	36
	Handling community environmental issues	96	24
	Information regarding public order	81	20
	Security for community events	78	20
TOTAL		398	100

Source: Processed primary data, 2026.

Based on the results of data analysis of 398 respondents, a profile of the respondents' characteristics was obtained based on gender, age, occupation, highest level of education, income, place of residence, frequency of service use, time of last service use, and types of services previously used. The interpretation is as follows.

By gender, the majority of respondents were women, totaling 231 (58%), while men numbered 167 (42%). This indicates that female respondents participated more extensively in this study.

By age group, the majority of respondents were aged 36–45 years, totaling 157 people (39%), followed by those aged 26–35 years (124 people, 31%), those over 45 years (72 people, 18%), and those aged 17–25 years (45 people, 11%). This indicates that the respondents were predominantly from the productive adult age group.

Based on occupation, the majority of respondents were private-sector employees, totaling 145 people (36%), followed by government employees (69 people, 17%), those in other occupations (56 people, 14%), 48 self-employed individuals (12%), 46 homemakers (12%), and 34 students (9%). This indicates that respondents have diverse occupational backgrounds, with private-sector employees being the largest group.

Based on highest level of education, the majority of respondents held a Bachelor's degree (S1), totaling 134 people (34%), followed by junior high school (SMP) or equivalent (78 people, 20%), an associate's degree (D3) (68 people, 17%), high school (SMA) or equivalent (60 people, 15%), and postgraduate degrees (S2/S3) at 58 people (15%). This indicates that the respondents are predominantly individuals with a bachelor's degree (S1).

Based on monthly income or allowance, the majority of respondents—128 people (32%)—had an income of Rp1,000,000–Rp3,000,000, followed by 123 people (31%) with an income of more than Rp5,000,000, 113 people (28%) with an income of Rp3,000,001 to Rp5,000,000 (113 people, 28%), and less than Rp1,000,000 (34 people, 9%). This indicates that the respondents' socioeconomic backgrounds are quite diverse.

Based on place of residence, 376 respondents (94%) reside in the Medan Tuntungan subdistrict, while 22 respondents (6%) come from outside that subdistrict. This indicates that the majority of respondents come from the area that is the focus of this study.

Based on the frequency of service use, the majority of respondents—163 people (41%)—had used the service 4–5 times. Furthermore, 123 people (31%) used the service 2–3 times, 100 people (25%) more than 5 times, and 12 people (3%) just once. This indicates that the majority of respondents have used the service more than once.

Based on the time of their most recent use of the service, the majority of respondents—235 people (59%)—used it within the last 1–3 months, followed by 76 people (19%) within the last 4–6 months, 64 people (16%) within the last 7–12 months, and 23 people (6%) more than a year ago. This indicates that most respondents have relatively recent experience using the service.

Based on the type of service, the majority of respondents—143 people (36%)—had used the public order disturbance complaint service. Next were services for addressing community environmental issues, used by 96 people (24%); information related to public order, used by 81 people (20%); and security for community activities, used by 78 people (20%). This indicates that the public order disturbance complaint service is the type of service most frequently utilized by respondents.

Overall, the characteristics of the 398 respondents show that the majority are women aged 36–45, employed in the private sector, and holding a bachelor's degree (S1). Most respondents reside in the Medan Tuntungan subdistrict, have used the services 4–5 times, and last used them within the past 1–3 months. The most frequently used type of service was reporting public order disturbances. These characteristics provide an overview of the profile of the community members who served as respondents in this study on public peace and order services in Medan Tuntungan Subdistrict.

2 Outer Model Analysis

a.Validity Test

Table 4.2. Outer Loadings Values

	Public Trust	Public Satisfaction	Service Quality
X1.1			0.785
X1.2			0.744
X1.3			0.860
X1.4			0.777
X1.5			0.790
Y.1	0.775		
Y.2	0.871		
Y.3	0.820		
Z.1		0.813	
Z.2		0.787	
Z.3		0.881	
Z.4		0.862	

Source: Smart PLS Output, 2026

Based on the values in Table 4.2 above, the results of the outer model test using factor loadings/outer loadings indicate that all indicators for each variable have loadings ≥ 0.70. This indicates that each indicator is measured validly and reliably. Therefore, it can be concluded that all items in the questionnaire meet the validity criteria, as shown in the following figure.

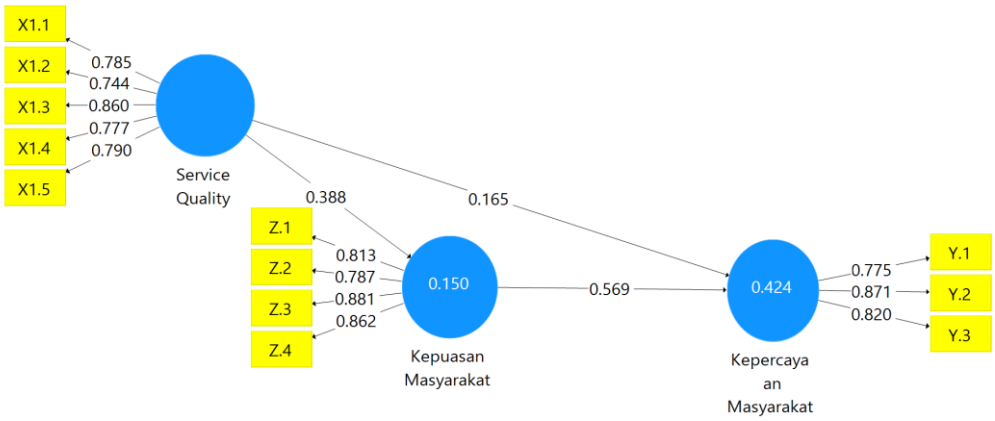


Figure 2. Outer Loadings

3. Reliability Test

Table 4.3. Construct Reliability and Validity Tests

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Public Trust	0.762	0.776	0.863	0.677
Public Satisfaction	0.857	0.867	0.903	0.700
Service Quality	0.851	0.855	0.894	0.627

Source: Smart PLS Output, 2026

From Table 4.3 above, the reliability test results show that the Cronbach's Alpha and Composite Reliability values for all constructs are above 0.70, and the AVE values are above 0.50. This indicates that all indicators possess high internal consistency and are reliable in measuring their respective constructs. Consequently, the research instrument is deemed reliable and suitable for use in structural equation modeling.

4. Coefficient of Determination (R^2)

When evaluating a model using PLS, the process begins by examining the R-squared value for each dependent latent variable. The table below presents the estimated R-squared values obtained using SmartPLS.

Table 4.4. R-Square Results

	R-Square	Adjusted R-Square
Public Satisfaction	0.150	0.148
Public Trust	0.424	0.421

Source: Smart PLS, 2026

Based on the test results, the Public Satisfaction variable obtained an R-Square value of 0.150 or 15%, which means that service quality explains 15% of public satisfaction, while 85% is explained by other factors outside the scope of this study. Meanwhile, the Public Trust variable yielded an R-Square value of 0.424, or 42.4%, indicating that service quality and public satisfaction together account for 42.4% of public trust, while 57.6% is influenced by factors outside the research model.

5. Structural Model Testing (Inner Model)

a. Direct Effects Between Variables

Direct effects between variables can be seen in the *path coefficient* values. The data analysis results show that the direct effect values are presented in the following table.

Table 4.5. *Path Coefficients* (Direct Effects)

	Original Sample	T-Statistics	P-Values	Conclusion
Service Quality → Public Trust	0.165	3.833	p < 0.001	Accepted
Service Quality -> Public Satisfaction	0.388	9.353	p < 0.001	Accepted
Public Satisfaction -> Public Trust	0.569	14.419	p < 0.001	Accepted

Source: Smart PLS Output, 2026

Table 4.5 shows the following direct effect values:

1. Service Quality and Public Trust
   The results of the study indicate that service quality has a positive and significant effect on public trust, with a coefficient of 0.165, a t-statistic of 3.833, and a p-value of less than 0.001. This means that the better the service quality, the higher the level of public trust. This finding is consistent with the research by Andrias et al. (2026), which demonstrated that service quality has a positive and significant effect on service users' trust.
2. Service Quality and Public Satisfaction
   The results of the study indicate that service quality has a positive and significant effect on public satisfaction, with a coefficient of 0.388, a t-statistic of 9.353, and a p-value less than 0.001. This means that the better the service quality, the higher the level of public satisfaction. This finding is consistent with the study by Erwansyah et al. (2025), which examined the relationship between service quality and customer satisfaction.
3. Public Satisfaction and Public Trust
   The results of the study indicate that public satisfaction has a positive and significant effect on public trust, with a coefficient of 0.569, a t-statistic of 14.419, and a p-value less than 0.001. This means that the higher the level of public satisfaction, the higher the level of trust in the service providers. This finding is consistent with the research by Andrias et al. (2026), who found that public satisfaction has a positive and significant effect on service users' trust.

b. Indirect Effects Between Variables

Indirect effects between variables can be seen in the *specific indirect effects* values. The data analysis results show that the indirect effect values are presented in Table 4.6 below.

Table 4.6. *Specific Indirect Effects*

	Original Sample	T Statistics	P-Values	Conclusion
Service Quality → Public Satisfaction → Public Trust	0.221	7.741	p < 0.001	Accepted

Source: Smart PLS Output, 2026

The results show that service quality has a positive and significant effect on public trust through public satisfaction, with a coefficient of 0.221, a t-statistic of 7.741, and a p-value of less than 0.001. This means that public satisfaction mediates the effect of service quality on public trust. The better the quality of service provided, the higher public satisfaction, thereby increasing trust in the service provider. Thus, the hypothesis of an indirect effect is accepted. This finding aligns with the research by Andrias et al. (2026), which showed that service user satisfaction acts as a mediating variable in the relationship between service quality and service user trust.

Public satisfaction was found to positively and significantly mediate the effect of service quality on public trust. Thus, increasing public trust can be achieved not only through direct improvements in service quality but also by enhancing the perceived benefits of the service to

the public, thereby fostering satisfaction. Public satisfaction serves as a crucial mechanism linking service quality and value to the development of trust in the providers of public safety and order services in the Medan Tuntungan subdistrict.

CONCLUSION

Based on the research findings and discussion regarding the role of public satisfaction in mediating the influence of *service quality* on public trust in public safety and order services in the Medan Tuntungan subdistrict, the following conclusions can be drawn:

1. *Service quality* has a positive and significant impact on public trust. This indicates that the better the quality of service provided, the higher the public's trust in the agencies responsible for public safety and order.
2. *Service quality* has a positive and significant effect on public satisfaction. This means that services that are of higher quality, more responsive, more reliable, and better aligned with public needs can increase public satisfaction with the services received.
3. Public satisfaction has a positive and significant effect on public trust. This indicates that a satisfying service experience can strengthen the public's confidence in the government's ability and responsibility to deliver public services.
4. Public satisfaction has been shown to positively and significantly mediate the effect of *service quality* on public trust. This means that service quality not only directly influences public trust but also does so by increasing public satisfaction. Thus, public satisfaction serves as a key mechanism in building trust in public safety and order services in the Medan Tuntungan subdistrict.

Recommendations

Based on the results of this study, the following recommendations can be made:

1. For the Medan Tuntungan Subdistrict Government
   The Medan Tuntungan Subdistrict Government is expected to continue improving the quality of public peace and order services, particularly in terms of the speed of responding to complaints, the clarity of information, the accuracy of problem resolution, and the professional and humane attitude of officers. Coordination with the Civil Service Police Unit (Satpol PP) and related agencies also needs to be strengthened so that every public peace and order issue can be handled effectively and precisely.
2. For Service Providers
   Service providers are expected to pay closer attention to the public's experience and satisfaction while receiving services. This can be achieved by providing easy access to complaint channels, consistently following up on reports, providing transparent information, and conducting periodic service evaluations. These efforts are crucial for maintaining satisfaction and enhancing public trust.
3. For the Public
   The public is encouraged to actively participate in maintaining public peace and order by complying with regulations, submitting complaints appropriately, and cooperating with the government and relevant officials to create a safe and conducive environment.
4. For Future Researchers
   Future researchers are encouraged to expand their studies by incorporating additional variables that may influence public satisfaction and trust, such as service transparency, accountability, responsiveness, and public participation. This is necessary because the study's results indicate that the model accounts for only 15% of the variation in public satisfaction and 42.4% of the variation in public trust. Future research could also expand the geographic scope and employ different research approaches to gain a deeper understanding of the quality of public services.

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