

The Influence of Service Quality and Public Trust on Public Satisfaction in Using the Jakevo Application in Pulo Village, South Jakarta City

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ABSTRACT

This study aims to analyze the effect of service quality and public trust on public satisfaction in using the Jakevo application in Pulo Village, South Jakarta. The research method used is quantitative descriptive with multiple linear regression analysis techniques. A sample of 52 respondents was selected from the population of Jakevo application users in the period March 2023–March 2024. The results of the study show that service quality has a positive and significant effect of 60.5%, public trust has an effect of 77.5%, and both variables simultaneously affect public satisfaction by 79.5%. These findings reinforce the importance of service quality and trust as determinants of public satisfaction in digital government services.

Keywords: Service Quality, Public Trust, Public Satisfaction, Jakevo Application

1. INTRODUCTION

The transformation of public services in Indonesia in the last two decades has shown an increasingly progressive direction towards an open, efficient, and information technology-based bureaucracy. This change is driven by public demands for fast, transparent, and accountable services, as mandated in Law Number 25 of 2009 concerning Public Services, which emphasizes that every citizen has the right to obtain quality public services, in accordance with the principles of good governance.

In the context of regional government, especially in DKI Jakarta which is the nation's capital and the center of national government and economic activities, modernization of public services is a very urgent need. The DKI Jakarta Provincial Government responded to this need by developing various digital innovations, one of which was the launch of the **Jakarta Evolution (Jakevo) application** in 2018 through the Investment and One-Stop Integrated Service Office (DPMPTSP). This application is present as a solution to simplify the licensing and non-licensing administration processes that were previously carried out conventionally and full of bureaucracy (DPMPTSP DKI Jakarta, 2023).

Jakevo is expected to be able to answer various classic problems in public services, such as slow service times, lack of information transparency, and uncertainty about costs and processes. Through a digital system, the public can apply for permits online, upload documents, track, and receive licensing decisions without having to come directly to the service office. This not only increases efficiency but also encourages public participation in the technology-based service ecosystem (Han et al., 2021).

Although the Jakevo application has been operational for several years and has received positive responses in several areas, its effectiveness has not been fully optimized across all levels of society. In **Pulo Village, South Jakarta City**, a number of obstacles were still found in the implementation of the Jakevo service. Public complaints include technical problems such as system errors, slow access, lack of socialization of service features, and discrepancies between expectations and the results of the services provided. These problems show that the adoption of technology in public services is not enough just by providing applications, but also requires a holistic approach that includes service quality and increasing public trust in digital systems (Setyawati, 2023; Muzaki et al., 2023).

From the perspective of public service management, **service quality** and **public trust** are two very important dimensions in determining the level of **public satisfaction**. Service quality involves both tangible and intangible aspects, such as system reliability, officer responsiveness, security guarantees, and ease of access (Pristikawati & Oktariyanda, 2024). Meanwhile, public trust is a psychological indicator that shows public belief in the honesty, transparency, and accountability of service providers, especially in terms of personal data protection and the integrity of the service process (Robbins & Judge in Hosiana et al., 2024).

Public satisfaction itself is the result of subjective evaluation of their experience in using public services. According to Kotler, satisfaction arises when service performance is able to meet or exceed user expectations (Kotler in Tjiptono & Diana, 2019). In the context of digital services, public satisfaction is not only oriented towards the final result, but also on the overall user experience in accessing and interacting with the system.

Based on these conditions, it is important to conduct a scientific study that examines the extent to which service quality and public trust affect their satisfaction in using the Jakevo application. This study focuses on **Pulo Village, South Jakarta**, as one of the areas that is actively implementing digital services but still faces challenges in the field. Through a quantitative approach, this study aims to provide scientific contributions as well as practical recommendations for local governments in designing strategies to improve the quality of digital technology-based services.

With this background, this article is entitled: "**The Influence of Service Quality and Public Trust on Public Satisfaction in Using the Jakevo Application in Pulo Village, South Jakarta City.**"

This research not only contributes to the development of public administration science, but also supports efforts to reform digital bureaucracy that is inclusive and responsive to the needs of urban communities in the era of digital transformation.

2. LITERATURE REVIEW

Quality of Service

According to Kotler (in Pristikawati & Oktariyanda, 2024), service quality reflects the comparison between customer expectations and actual service performance. Dimensions of service quality include reliability, responsiveness, assurance, empathy, and tangibles.

Public Trust

Public trust in digital services is the expectation that the system will function without opportunistic motives (Robbins & Judge in Hosiana et al., 2024). The dimensions of trust according to Robbins include integrity, competence, consistency, loyalty, and openness.

Community Satisfaction

Public satisfaction is a subjective assessment of public service performance based on their experiences and expectations (Tjiptono & Diana, 2019). In the context of digital public services, satisfaction is an indicator of the success of technology-based bureaucratic reform (Akhirin et al., 2023).

3. RESEARCH METHODS

This type of research is quantitative descriptive with a survey approach. The study population consisted of 103 people who used the Jakevo application in submitting permits in Pulo Village for the period March 2023–March 2024. The sampling technique used purposive sampling with a sample size of 52 respondents. The data collection instrument was a closed questionnaire with a Likert scale. The analysis technique used multiple linear regression to test the effect of independent variables on the dependent variable.

4. RESEARCH RESULT

Partial Test Results (t-Test)

- Service quality has a positive and significant effect on public satisfaction with a coefficient value of 0.605 ($p < 0.05$). This is in line with the findings of Dewi et al. (2024) that good service quality increases user satisfaction.
- Public trust also has a positive and significant influence with a coefficient of 0.775 ($p < 0.05$). This finding supports the research of Muzaki et al. (2023) which states that trust strengthens satisfaction and reuse intentions.

Simultaneous Test Results (F Test)

Simultaneously, the two independent variables have an influence of 79.5% on public satisfaction. The remaining 20.5% is explained by other factors not studied such as digital literacy and the effectiveness of application socialization.

Discussion

The results of this study indicate that **service quality and public trust have a significant effect on public satisfaction in using the Jakevo application** in Pulo Village, South Jakarta. This finding is in line with various previous literature and studies which emphasize that public satisfaction is greatly influenced by these two main variables, especially in the context of information technology-based public services.

Service Quality and Its Impact on Satisfaction

Service quality in the context of the Jakevo application refers to the ability of systems and agencies to provide fast, accurate, transparent, and easily accessible services. Based on the theory of Parasuraman in Kotler (in Pristikawati & Oktariyanda, 2024), service quality includes five important dimensions: reliability, responsiveness, assurance, empathy, and tangibles. The Jakevo application has met some of these dimensions such as ease of access and a fairly user-friendly interface.

However, in practice, there are still complaints related to technical constraints such as system errors, processing delays, and lack of notifications or automatic updates related to the licensing process. This shows that even though the system has been digitized, the

reliability and responsiveness of the application still require significant improvement. According to Tjiptono (2019), if public services are inconsistent and unresponsive to user needs, this will reduce public trust and have an impact on lower levels of satisfaction.

This study found that **service quality has an influence of 60.5% on public satisfaction**, which means that more than half of the variation in user satisfaction can be explained by their perception of service quality. This indicates that service quality is an important foundation that must continue to be improved and developed by government agencies, especially in supporting the digital transformation of public services.

Public Trust as a Key Psychological Variable

Public trust in digital systems is an equally important element in shaping user satisfaction. Based on the theory of Robbins and Judge (in Hosiana, Ramadhan, & Nugroho, 2024), trust involves the expectation that the services provided not only function according to procedures, but are also safe, ethical, and transparent. In the context of the Jakevo application, public trust is related to aspects of personal data security, process integrity, and the clarity of the information provided.

This study shows that **public trust has a 77.5% effect on public satisfaction**, a higher value than the effect of service quality. This shows that the aspect of trust is actually a more dominant determinant in shaping user experience. As stated by Han et al. (2021), trust has a long-term effect on public loyalty and participation in the public service system, even exceeding the technical aspects of the service itself.

Lack of clarity of information or inconsistency in service delivery can seriously damage public trust, even if the quality of the system is considered technically good. Therefore, digital public service managers such as Jakevo need to build effective, transparent, and accountable communication to maintain and increase public trust.

Interaction of Service Quality and Trust on Satisfaction

Simultaneously, service quality and public trust have an influence of **79.5% on public satisfaction**, indicating that the two variables support and strengthen each other. When services are provided quickly and efficiently (high quality), and the public feels confident that the system is trustworthy, the level of satisfaction will increase significantly. This finding is in line with the study of Muzaki et al. (2023) which states that public trust will increase if the quality of service provided is felt to be satisfactory. Trust and quality cannot be separated in the context of digital public services: fast but untrusted services, or trusted but slow services, both will not create maximum satisfaction.

On the other hand, the results of this study also show that there are still **20.5% of other factors** that influence public satisfaction that have not been studied in this study. These factors can include **public digital literacy, the effectiveness of application socialization, previous experience with manual services**, to social influence or recommendations from other parties. Therefore, further studies are needed to explore additional dimensions that may be relevant to the context of user satisfaction of digital public service applications.

Policy and Practice Implications

From these findings, it can be concluded that effective public service policies in the digital era are not enough to just build a technology system. A comprehensive approach is needed that touches on **the dimensions of service quality and user psychology**, namely building trust through communication, education, and service accountability. Public institutions such as DPMPSTSP DKI Jakarta need to ensure that technological innovation is accompanied by improvements to the service management system and increased capacity of human resources that support these services.

Meanwhile, community involvement in the design and evaluation of digital services is a strategic step to foster a sense of ownership and increase satisfaction. Public participation will help ensure that the services developed truly meet the needs of the community, not just the implementation of technology that is not user-friendly.

5. CONCLUSION

This study concludes that service quality and public trust have a significant effect, both partially and simultaneously, on public satisfaction in using the Jakevo application. This finding shows the importance of building a digital service system that is not only efficient but also able to foster public trust and comfort.

Suggestion

- a. The government needs to improve the technical quality of the Jakevo application, including reducing system errors and speeding up the document processing process.
- b. The need for an educational campaign targeting all levels of society to improve digital literacy and understanding of application features.
- c. Periodic evaluation of community satisfaction must be carried out to adjust service innovations based on the actual needs of the community.

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