

Research Article

Measuring Public Satisfaction in Public Services: A Simulation Study of Service Elements and IKM Measurement Methods

Sri Yulianty Mozin¹, Indah Putri Pakaya^{2*}, Florasita Detuage³, Alya Ramadani Samuel⁴, Moh Rizal Tuna⁵

¹ Universitas Negeri Gorontalo, Indonesia; e-mail: yulmozin@ung.ac.id

² Universitas Negeri Gorontalo, Indonesia; e-mail: indavy2006@gmail.com

² Universitas Negeri Gorontalo, Indonesia; e-mail: florasitaDetuage26@gmail.com

² Universitas Negeri Gorontalo, Indonesia; e-mail: samuelaya209@gmail.com

² Universitas Negeri Gorontalo, Indonesia; e-mail: risaltuna4@gmail.com

* Corresponding Author: Indah Putri Pakaya

Abstract: Public service quality serves as a crucial metric for assessing how well the government meets the needs and expectations of the community. Within public administration, the effectiveness of public services indicates the government's capability to deliver governance that is open, responsible, and focused on the citizens. In Indonesia, one tool for gauging public service effectiveness is the Community Satisfaction Index (Indeks Kepuasan Masyarakat/IKM). This research seeks to examine how community satisfaction in public services is measured by identifying various service components and the approach used to compute the IKM. A descriptive qualitative research method is employed, utilizing a literature review. Information was gathered from books, academic journals, government regulations, and other scholarly materials relevant to public service quality and community satisfaction. The results reveal that the IKM measurement system offers a comprehensive framework for assessing the performance of public services based on several aspects, including service requirements, processes, completion time, costs, the skills and conduct of service personnel, and available facilities. Additionally, the findings demonstrate that enhancements in service quality, transparency, and the responsiveness of public organizations greatly affect community satisfaction levels. As a result, ongoing assessments of public services through the IKM framework are vital for improving governance effectiveness, boosting service delivery, and reinforcing public confidence in government agencies.

Keywords: Community Satisfaction; Community Satisfaction Index; IKM Measurement; Public Service; Public Service Performance.

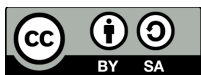
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1. Introduction

Public service is one of the government's essential duties to meet the needs of the community and ensure the fulfillment of citizens' rights. From the perspective of public administration, public service is not merely seen as a government activity in providing services to the public, but also as a state responsibility to create social welfare (Sinambela, 2020). Quality and efficient public service is the primary benchmark for evaluating the government's success in fulfilling its service function to its citizens. Therefore, the implementation of public services must be carried out with professionalism, openness, and a focus on the interests of the recipients. Furthermore, public service also reflects the application of good governance principles that emphasize accountability, participation, and transparency in government implementation. Therefore, the quality of public service is a strategic factor in building public trust in the government.

The quality of public service is a crucial indicator in evaluating government performance and the effectiveness of the bureaucracy in carrying out its duties and functions. Good service reflects the government's capacity to provide responsive, transparent, and accountable services to the public (Hardiyansyah, 2019). In practice, the quality of public

services can be measured by various aspects, such as speed of service, procedural accuracy, employee attitudes, and ease of access for the public. Quality services must also ensure certainty regarding time, costs, and procedures so that the public can receive services with high effectiveness and efficiency. Therefore, improving the quality of public services is a key agenda item in bureaucratic reform in various countries, including Indonesia. The government continues to strive to improve the public service system to be more responsive to the evolving needs of the community.

In recent years, public demand for quality public services has increased. People want services that are fast, easily accessible, and provide certainty throughout the process. This need drives the government to continuously innovate in the delivery of public services (Dwiyanto, 2021). Advances in information technology have also impacted the way the government serves the public. Many government institutions have begun utilizing digital technology in delivering public services, such as through electronic-based systems or e-government. The use of this technology is expected to increase efficiency, effectiveness, and transparency in the delivery of public services. Furthermore, innovation in public services is also a key strategy for increasing public satisfaction with government services.

Numerous studies have shown that service quality is significantly related to the level of public satisfaction as users of public services (Nugraha et al., 2024). The better the quality of services provided by government agencies, the higher the level of public satisfaction with those services (Prabowo & Wibowo, 2019). Public satisfaction is one of the main indicators in evaluating the success of public services. When the public is satisfied with the services provided, their trust in the government will also increase. Conversely, poor service can lead to public dissatisfaction and damage the government's image in the public eye. Therefore, measuring public satisfaction is crucial for continuously improving the quality of public services.

One tool used by the government to assess public satisfaction with public services is the Public Satisfaction Index (PSI). The PSI is an assessment instrument used to evaluate public perceptions of the quality of services provided by government agencies (Kurniawan & Setiawan, 2020). The PSI assessment is generally conducted through surveys of public service users using several specific indicators or service elements. These indicators cover various aspects of service, such as service requirements, service procedures, time required to complete services, service fees or rates, and the expertise of service personnel. These indicators enable government agencies to obtain an overview of the quality of services provided to the public.

Through IKM measurements, government agencies can determine how well the services provided meet public expectations. Furthermore, the results of these measurements can be used as a reference for continuous service evaluation and improvement (Rahman & Yusuf, 2022). Data generated from IKM measurements can assist government agencies in identifying various.

2. Literature Review

Concept of Public Service

Public service is an activity carried out by the government or implementing institutions to meet the needs of the community, providing various types of administrative and public services. From a public administration perspective, public service is seen as a form of state responsibility in ensuring the fulfillment of citizens' rights and improving the welfare of society as a whole (Sinambela, 2020). Public service encompasses a wide range of areas, including population administration, health, education, licensing, and other social services directly related to community needs. Therefore, the existence of public service is a crucial element in governance that focuses on the interests of the community.

Furthermore, public service also serves as a means for the government to foster harmonious relations between the state and the community. Good service can build public trust in government institutions, while poor service can lead to dissatisfaction and diminish public trust. Therefore, public service must be administered professionally, prioritizing the principles of justice, equality, and openness for all levels of society without discrimination. This statement demonstrates that public service is not only related to technical aspects but also involves ethical values and the government's social responsibility.

The quality of public services is a crucial indicator in assessing government performance. Quality services are characterized by speed, transparency, responsiveness, and the ability to meet the needs of the public as service users (Hardiyansyah, 2019). In practice, the quality of public services can be measured through various indicators, such as ease of service procedures, clarity of information, timeliness of service, and the attitudes and behavior of officers in providing services to the public. When services provided meet public expectations, it can be said to be of good quality.

Improving the quality of public services is a crucial aspect of the government's bureaucratic reform agenda. Bureaucratic reform aims to create a more effective and efficient government system capable of providing optimal services to the public. In this context, the government is expected to continue innovating in the public service system. This can be achieved by simplifying service procedures, increasing human resource capacity, and utilizing information technology in the service process. These efforts are undertaken to ensure that public services are delivered in a more modern manner and in line with evolving community needs.

In the development of modern public administration, public services no longer focus solely on bureaucracy, but rather prioritize a citizen-centered approach or citizen-oriented services. This approach positions the public as service users entitled to receive quality services (Dwiyanto, 2021). With this approach, the government acts not only as a service provider but also as a facilitator, striving to ensure that every citizen has access to fair and equitable services. This concept emphasizes the importance of public participation in the service process, as well as the government's openness to public input.

Public Satisfaction with Public Services

Public satisfaction is the level of feeling experienced by the public after comparing the service received with their expectations of that service. Public satisfaction is a key indicator in assessing the success of public service delivery (Mahmudi, 2023). When the service provided meets or even exceeds public expectations, the public will be satisfied. Conversely, if the service received does not meet expectations, dissatisfaction with the service provided by government agencies will arise.

In the context of public services, public satisfaction plays a crucial role because it is directly related to public perception of government performance. A high level of public satisfaction indicates that the services provided by government agencies are effective and meet public needs. Conversely, a low level of satisfaction can indicate that there are still various problems in the implementation of public services that need to be addressed by the government.

In the context of public services, public satisfaction is influenced not only by the quality of service provided, but also by other factors, such as transparency, accountability, and the ability of service personnel to provide friendly and professional service (Rahman and Yusuf, 2022). The attitude and behavior of service personnel are important factors that can influence public satisfaction levels. Services provided with a friendly, polite, and professional attitude can increase public comfort in receiving services, thereby creating a positive service experience.

Several studies have shown that public satisfaction can increase public trust in the government and strengthen the legitimacy of public institutions. Therefore, measuring public satisfaction is important as an evaluation tool to improve the quality of public services (Setyaningsih et al.). The text you provided appears incomplete. However, if you are referring to the date, the standard way to write it in Indonesian is "2024." If you have more context or additional information, please provide it, and I will help you write it more accurately. By regularly measuring public satisfaction, government agencies can gain insight into public perceptions of the services provided. This information is crucial as a basis for evaluating public service performance.

Furthermore, public satisfaction can also serve as a basis for the government in formulating policies to improve public services. By understanding public satisfaction levels, government agencies can identify aspects of service that need improvement. This aims to make services more effective and efficient (Permata Sari et al.). The text appears incomplete. However, if you intended to write the year "2025" in a more formal and standardized form, you could write it as "year two thousand twenty-five." If there is any other information that

needs to be rewritten, please provide more context or the full text. Data on public satisfaction can be used as a consideration in decision-making related to improving the quality of public services.

More broadly, public satisfaction can be used as an indicator of the government's success in realizing good governance. A government that is able to provide quality services and satisfy the public will have a higher level of public trust. Therefore, efforts to improve public satisfaction should be a primary focus of every government agency in the delivery of public services.

Public Satisfaction Index (PSI)

The Public Satisfaction Index (PSI) is a tool used by the government to measure the level of public satisfaction with public services provided by government agencies. The PSI serves as an evaluation tool used to systematically assess public service performance (Kurniawan & Setiawan, 2020). By measuring the PSI, government agencies can determine the extent to which the services provided meet the expectations of the public as service users. This measurement is typically conducted through surveys involving the public as respondents. The public is asked to provide an assessment of various aspects of the service they received.

The PSI is measured by assessing various service elements that reflect the quality of service provided to the public. These elements include service requirements, service procedures, service time, service costs, service products, staff competence, staff behavior, complaint handling, and service facilities and infrastructure (Hardiyansyah, 2019). Each service element plays a critical role in determining the quality of service provided by government agencies. Therefore, assessing these elements can provide a comprehensive picture of the current state of public services.

Through measuring the Public Satisfaction Index (PSI), government agencies can gain insight into public perceptions of the quality of the services they provide. These measurement results can be used as a basis for ongoing service evaluation and improvement (Daykaswari et al.). The text you provided appears incomplete. Would you like me to help you rewrite the sentence to be more complete or explain the context? Please provide more information. If the measurement results indicate that public satisfaction remains low, government agencies need to take various corrective steps to improve the quality of services provided to the public.

In addition to serving as an evaluation tool, implementing the PSI can also encourage government agencies to increase transparency and accountability in the delivery of public services. By conducting regular public satisfaction measurements, government agencies can be more open to public assessments and more responsive to complaints or input they submit (Ningrum and Wicaksana, 2023). This can encourage the development of a more open and participatory public service system.

In practice, the implementation of the Public Satisfaction Index (PSI) can serve as a tool for the government to encourage improved performance in public organizations. The results of the Public Satisfaction Index (PSI) can be used as internal evaluation material to assess the effectiveness of an agency's service system. Furthermore, these results can also serve as a basis for designing programs to improve service quality. These programs can include training for service personnel, streamlining service procedures, and improving facilities that support public services.

Overall, the Public Satisfaction Index plays a crucial role in improving the quality of public services in Indonesia. With a structured and sustainable public satisfaction measurement system, government agencies can continuously evaluate and improve existing service systems. These efforts are expected to create more effective, efficient, and transparent public services that optimally meet public needs and expectations.

3. Research Method

This research employs a qualitative method with a literature review approach. Qualitative methods were chosen because the purpose of this research is to gain a deeper understanding of the concepts, theories, and analytical frameworks related to measuring public satisfaction with public services. The literature review approach allows researchers to explore various scientific perspectives proposed by experts regarding public service quality, public satisfaction, and service evaluation mechanisms implemented by government agencies. Therefore, this research focuses not only on collecting empirical data but also on developing

a comprehensive conceptual understanding of measuring public satisfaction in the context of public services.

The literature review method was conducted by reviewing various literature sources relevant to the research topic. The sources used included books, scientific journals, research reports, and government regulations related to measuring public satisfaction with public services (Mahmudi, 2023). Through this literature review, researchers gained access to various theoretical and empirical perspectives that can be used to explain the concept of public service. Furthermore, this study also emphasizes the importance of measuring public satisfaction as part of service performance evaluation. The literature sources used in this research were selectively selected, considering the relevance of the topic, the credibility of the authors, and the year of publication. This was done to ensure that the information used remained up-to-date and academically sound.

The data collection technique in this study involved a literature search from various scientific journal databases and academic publications discussing public service quality and public satisfaction (Ningrum & Wicaksana, 2023). The literature search process was conducted systematically using keywords relevant to the research topic, such as "public service," "public satisfaction," and "Public Satisfaction Index." In addition, researchers accessed various literature sources from university repositories, national and international journal portals, and reference books relevant to the field of public administration. Through this search process, researchers obtained various sources of information that could be used to support the analysis in this study.

Next, the data obtained from various literature sources were analyzed using qualitative descriptive analysis techniques. Qualitative descriptive analysis is conducted by identifying, categorizing, and interpreting various concepts and theories related to public service and measuring public satisfaction. This analysis process aims to identify patterns of thought and conceptual relationships between the quality of public services and the level of public satisfaction as service users. By using this approach, researchers can provide a more systematic overview of the various factors influencing public service quality and the importance of service evaluation through measuring public satisfaction.

During the analysis, researchers also identified key concepts related to public service elements and the Public Satisfaction Index measurement method. These concepts were then analyzed in depth to understand how public satisfaction measurement mechanisms are applied in public service delivery practices. This analysis aims to provide a conceptual understanding of public service evaluation mechanisms and how public satisfaction measurement results can be used as a basis for improving the quality of services provided by government agencies (Ratminto & Winarsih, 2022).

In addition to applying qualitative descriptive analysis, this study also employed a conceptual simulation approach to illustrate the process of calculating the Public Satisfaction Index based on service elements stipulated in government regulations. This conceptual simulation approach was used to illustrate how the process of measuring public satisfaction is systematically conducted through an assessment of various available service elements (Daykaswari et al.).

By using a literature review approach supported by qualitative descriptive analysis and conceptual simulation, this research is expected to provide a comprehensive overview of the concept of measuring public satisfaction with public services. This approach allows researchers to integrate various theories and findings from previous studies, thereby generating a deeper understanding of the importance of evaluating public services through measuring the Public Satisfaction Index. Furthermore, the results of this study are expected to serve as an academic reference for researchers and practitioners interested in conducting further studies on the quality of public services and public satisfaction.

4. Results and Discussion

Results

The results of a literature review indicate that measuring public satisfaction with public services is carried out through several service elements that reflect the quality of services provided by government agencies. These service elements serve as primary indicators for assessing public perceptions of the quality of service they receive. In various government

regulations and academic studies, service elements are used as the basis for evaluating public service performance. By identifying these elements, government agencies can gain an overview of service aspects that are performing well and those that still require improvement (Kurniawan & Setiawan, 2020).

One key element in public services is service requirements, which are administrative provisions that must be met by the public to receive a service. Clear, simple, and easy-to-understand service requirements will facilitate public access to public services. The study showed that service requirements that are too complex or not communicated transparently can cause difficulties for the public and slow down the service process. Therefore, simplifying service requirements is an important strategy for improving the quality of public services (Hardiyansyah, 2019).

The next element is service procedures, namely the stages or mechanisms that the public must go through in the process of obtaining services. Clear and systematic service procedures can help the public understand the steps necessary to obtain services. Research in various literature shows that simple and transparent service procedures can increase service efficiency and reduce the potential for bureaucratic obstacles. Conversely, complicated service procedures are often a major cause of public dissatisfaction with public services, according to (Dwiyanto, 2021).

In addition to service requirements and procedures, service time is also a crucial element in measuring public satisfaction. Service time refers to the duration of the service process required for the public to receive a particular service. Studies show that fast and timely service reflects organizational efficiency and the agency's ability to effectively manage the service process. When services are completed within established time standards, public satisfaction with those services tends to increase (Rahman & Yusuf, 2022).

Another factor influencing public satisfaction is the competence of service personnel. Competence encompasses the knowledge, skills, and abilities of service personnel in providing services. Studies show that competent service personnel tend to provide more professional and effective services. This not only improves the quality of services provided but also creates a more positive service experience for the public as service users (Nugraha et al., 2024).

In addition to officer competence, officer behavior is also a crucial factor in shaping public perceptions of public service quality. Officers who are friendly, polite, and responsive to public needs can increase public comfort in receiving services. Conversely, unprofessional officer behavior can lead to public dissatisfaction with the services provided. The study results indicate that the attitudes and behavior of service officers have a significant influence on public assessments of the overall quality of public services.

Measuring the level of citizen satisfaction is a crucial tool for assessing the quality of public services provided by government institutions. In the contemporary era of public administration, the government is not only required to provide services to the public but also to ensure that these services meet the expectations and needs of users. Therefore, assessing service quality is crucial to determine the extent to which services are being provided effectively and efficiently. One approach often used by governments to assess public services is measuring citizen satisfaction.

In addition to mapping service elements, this study also simulated how to measure the Citizen Satisfaction Index (CSI) as part of the literature review. The IKM measurement is conducted by assessing each predetermined service element, typically using a specific scale to reflect the level of public satisfaction with the service received. Simulations show that IKM measurement can provide a quantitative overview of public perceptions of public service quality (Daykaswari et al., 2023).

In the simulation process, respondents assign a score to each service element based on their experience receiving the service. These scores are then calculated to obtain an average score for each service element. The results of this calculation provide information on the level of public satisfaction with each service aspect. By knowing the average score for each service element, government agencies can identify service aspects with high scores and those that require improvement (Setyaningsih et al., 2024).

Next, this average score is multiplied by a specific weight to produce an index score for each service element. This process ensures that each service element contributes equally

to the overall index calculation. After calculating all service element scores, these scores are summed to obtain the overall Public Satisfaction Index. This index score is then converted into specific categories, such as very good, good, sufficient, or poor (Permata Sari et al., 2025).

Discussion

The study's findings indicate that service elements play a crucial role in determining the quality of public services and the level of public satisfaction with services provided by government agencies. These elements serve not only as indicators for measuring public satisfaction but also as guidelines for government agencies in conducting ongoing service evaluation and improvement. By understanding these service elements, government agencies can identify various service aspects that need improvement to provide more optimal service to the public.

This research finds similar findings to previous studies, which indicate that public service quality is significantly influenced by administrative factors and the human resources involved. Clarity of service requirements, simplicity of procedures, and efficiency of service time are key elements in producing quality public services. If these three aspects are optimally managed, the public service process will run more effectively and better meet public needs.

In addition to administrative aspects, the quality of human resources within public service organizations also plays a crucial role in increasing public satisfaction. The competence and attitude of service personnel significantly influence public perceptions of the quality of the services they receive. Professional, friendly, and responsive officers can create a positive service experience, resulting in greater public satisfaction with the services provided by government agencies.

To assess public services, implementing the Public Satisfaction Index (PSI) measurement method is an important tool for the government. Through measuring the Municipal Quality Index (PSI), government agencies can obtain concrete data on public perceptions of the quality of services received. This data can then be used as a basis for formulating more effective and targeted public service improvement policies. Therefore, measuring public satisfaction serves not only as an evaluation tool but also as a strategic instrument for improving the quality of public services.

The simulation results of the PSI measurement in this study indicate that all service elements play a significant role in determining the overall index value. This means that efforts to improve service quality cannot be focused on a single aspect but must be comprehensively implemented across all service elements. A comprehensive approach to improving public service quality is crucial for service evaluation to have a tangible impact on increasing public satisfaction.

Overall, the findings of this study indicate that measuring public satisfaction through the PSI can be an effective tool for improving the quality of public services. By conducting regular satisfaction measurements, government agencies can continuously assess and improve existing service systems. This effort is expected to result in more responsive, transparent, and accountable public services, thereby meeting the expectations of the public as users.

5. Comparison

Research on public satisfaction with public services has been conducted by numerous researchers, with varying focuses and approaches. Generally, these studies focus on understanding how the quality of services provided by government agencies influences the level of satisfaction of citizens as service users. In public administration studies, public satisfaction is often used as a primary indicator for assessing the success of public service delivery. This is because public satisfaction reflects public perceptions of the quality of government services. Therefore, various studies have attempted to examine factors that can improve public service quality and their impact on public satisfaction.

Previous research has largely highlighted the link between service quality and the level of satisfaction of citizens as public service users. Most of these studies place service quality as the primary variable influencing public satisfaction. In the realm of public services, service quality relates not only to technical dimensions but also encompasses officer attitudes, information transparency, ease of procedures, and speed of service delivery. Therefore, service quality is a crucial element in shaping public perceptions of government performance in providing services to the public.

Research conducted by Nugraha et al. (2024) revealed that public service quality has a significant impact on citizen satisfaction. The study emphasized that service elements, such as speed of service delivery, officer competence, and information transparency, are key factors shaping public perceptions of government service quality. When services are delivered quickly and accurately, the public will perceive government institutions as capable of carrying out their duties effectively. Furthermore, the competence of service officers is also crucial; officers with sufficient knowledge and skills can provide more professional services to citizens.

Another study conducted by Ningrum and Wicaksana (2023) used a systematic literature review method to examine the factors influencing public satisfaction with public services. The research findings indicated that service quality, innovation in the public sector, and citizen complaint handling mechanisms are crucial elements in increasing public satisfaction. Public service innovations, such as the use of information technology in service systems, can increase efficiency and facilitate citizen access to services. Furthermore, effective complaint handling mechanisms provide opportunities for the public to submit complaints or suggestions regarding the services they receive, enabling government agencies to continuously improve their services.

Research conducted by Setyaningsih and her team (2024) analyzed the impact of service quality on the Public Satisfaction Index (PSI) at the local government level. The results revealed that improving service quality directly increases the PSI score, indicating a positive relationship between service quality and public satisfaction. This finding confirms that improving the quality of public services should be a priority for all government agencies, as quality services will increase public satisfaction with the services they receive.

A study presented by Daykaswari et al. (2023) specifically examined the measurement of the Public Satisfaction Index (PSI) as a means of assessing public service performance. This research highlighted the importance of the PSI in reflecting the level of public satisfaction and providing a basis for improving the quality of public services. By measuring the PSI, government agencies can assess the extent to which services provided meet public expectations. Furthermore, the resulting data can be used as a reference for evaluation in policy development to improve service quality in the future.

Although various studies have addressed the relationship between service quality and public satisfaction, most of these studies have focused on empirical analysis conducted through field surveys. These studies generally use a quantitative approach, collecting data directly from public respondents. While this approach provides an empirical picture of public satisfaction with public services, it often lacks a thorough explanation of the theoretical concepts and mechanisms for measuring public satisfaction. Therefore, a study is needed that can conceptually explain the process of measuring public satisfaction in the context of public services.

Unlike previous research, this study uses a literature review approach with a simulation of the Community Performance Index (CPI) measurement concept to systematically explain the service elements used in measuring public satisfaction and the mechanism for calculating the CPI value. This approach allows researchers to examine various concepts and theories related to public services. Furthermore, this approach integrates these concepts with the mechanisms for measuring public satisfaction established in various government regulations. By using this approach, the study not only illustrates the relationship between service quality and public satisfaction but also conceptually explains how the public service evaluation process is conducted through the measurement of the CPI.

Thus, this study contributes to enriching the study of public satisfaction measurement through a conceptual and simulative approach. This approach is expected to provide a more comprehensive understanding of public service evaluation mechanisms and the application of the CPI measurement method in government administration practices. Furthermore, the results of this study are expected to serve as a reference for researchers and practitioners in understanding the importance of measuring public satisfaction as part of efforts to continuously improve the quality of public services. Thus, this study contributes to enriching the study of public satisfaction measurement through a conceptual and simulative approach. This

approach is expected to provide a more comprehensive understanding of public service evaluation mechanisms and the application of the CPI measurement method in government administration practices. Furthermore, the results of this study are expected to serve as a reference for researchers and practitioners in understanding the importance of measuring public satisfaction as part of efforts to continuously improve the quality of public services.

6. Conclusions

Assessing citizen satisfaction is an important tool for assessing the quality of public services delivered by government agencies. In modern public administration, the government is not only obligated to provide services to citizens but also to ensure that these services meet their expectations and needs as recipients. Therefore, assessing service quality is essential to determine the extent to which services are delivered effectively and efficiently. One common method used by governments to assess public services is measuring citizen satisfaction. By implementing the Citizen Satisfaction Index (CSI), the government can obtain a more structured picture of public perceptions of the quality of services provided. This measurement is typically conducted through surveys involving citizens as respondents to assess various aspects of the services they receive.

The data obtained is then analyzed to produce an index value that reflects the level of public satisfaction with public services. This index value allows government agencies to determine the effectiveness of the services provided to the public. Studies have shown that CSI measurement takes into account several service elements that reflect the quality of public services. These elements are designed to assess important aspects of the service process that are directly experienced by the public. By utilizing these elements, public satisfaction can be measured more comprehensively and systematically. This approach allows the government to comprehensively evaluate various service components, thus obtaining a more accurate picture of the quality of services provided.

Furthermore, the existence of adequate facilities and infrastructure is a key factor in improving the quality of public services. Good facilities create a more comfortable and efficient environment for the public. Meanwhile, an effective complaint handling system provides an opportunity for citizens to submit complaints or feedback regarding the services they receive. A robust complaint mechanism enables the government to identify problems in the service process and promptly implement improvements. Thus, measuring public satisfaction serves not only as a tool for evaluating the quality of public services but also as a strategic instrument for improving government service performance.

Measurement results can be used as a basis for formulating service improvement policies and increasing the effectiveness of the public service system. This measurement can also strengthen government performance accountability, as agencies are required to be more transparent and responsive to public needs. Overall, the implementation of the Public Satisfaction Index provides significant benefits for improving the quality of public services. By conducting regular satisfaction measurements, the government can continuously assess and improve the existing service system. As a result, public services provided become more responsive, transparent, and able to optimally meet public expectations.

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