

The Influence of SERVQUAL Dimensions on Public Satisfaction among Users of the Banda Aceh Public Service Mall

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Abstract

This study aims to analyze the influence of the five SERVQUAL dimensions — tangibles, reliability, responsiveness, assurance, and empathy — on community satisfaction among users of the Public Service Mall (MPP) of Banda Aceh City, Aceh Province, Indonesia. Employing a descriptive quantitative approach with multiple linear regression analysis, data were collected from January to March 2026 through structured questionnaires distributed to 101 respondents selected using accidental sampling. The results indicate that simultaneously, all five SERVQUAL dimensions significantly influence community satisfaction (H6 supported). However, partially, only the Responsiveness ($B = 0.245$; $\text{Sig.} = 0.012$) and Assurance ($B = 0.725$; $\text{Sig.} = 0.000$) dimensions demonstrated significant effects, with Assurance emerging as the most dominant variable. Meanwhile, the Tangibles, Reliability, and Empathy dimensions did not show significant partial effects, a finding contextually explained by the respondent profile dominated by young adults aged 17–25 years (69.6%) and students (51%) who prioritize service efficiency and certainty over physical comfort or emotional approaches. The coefficient of determination (R^2) value of 0.847 indicates that 84.7% of the variation in community satisfaction is explained by the five SERVQUAL dimensions. These findings confirm that efforts to improve community satisfaction at the Banda Aceh City MPP should be focused on strengthening the Assurance and Responsiveness dimensions, while contributing empirically as the first statistically validated SERVQUAL profile of MPP Banda Aceh. Future research is recommended to replicate this study using probability sampling, expand the geographic scope to include multiple MPPs across different regions in Indonesia, incorporate additional variables such as service digitalization and perceived value, and conduct moderation analysis to examine whether

the dominance of Responsiveness and Assurance persists across different service types and age groups.

Keywords: *SERVQUAL; public satisfaction; responsiveness; assurance; Public Service Mall; Banda Aceh.*

Introduction

In Indonesia, bureaucratic reform has been carried out as a response to various challenges faced by the government in providing efficient and effective public services. Since the reform era initiated in 1998, the culture and structure of the bureaucracy have been subject to increasing demands for transformation. For a long time, the bureaucracy has been perceived as slow and unresponsive. In the context of globalization and the development of information technology, the government needs to continuously improve service systems and procedures, as well as enhance employee competence to meet public expectations for fast, accurate, and accessible services. Public service is defined as a fundamental responsibility of the government, serving as the frontline in providing administrative services to the community (Rumeon et al., 2025). Every citizen is entitled to receive access to quality, transparent, and accountable public services (Pasrani Mendrofa et al., 2025). In this era of ongoing modernization and digitalization, the quality of public services has become one of the benchmarks for successful bureaucratic reform in Indonesia.

The shift from fragmented service systems toward integrated, one-stop services reflects the emergence of a responsive and adaptive bureaucracy. As an innovation to cut through bureaucratic red tape and sectoral egos, the Government of Indonesia issued Presidential Regulation Number 89 of 2021 concerning the Implementation of Public Service Malls (MPP). This regulation serves as the primary legal basis for integrating various public services from central and regional agencies, state-owned and regional-owned enterprises, and the private sector into a single venue, aiming to enhance the

speed, ease, transparency, and comfort for service users. Banda Aceh City is one of the regions that has adopted this concept. As the pioneer of the Public Service Mall in Aceh Province since its launch in 2019, the Banda Aceh City MPP serves as a crucial pilot project for the implementation of integrated public services in the region. Law Number 25 of 2009 concerning Public Services emphasizes the importance of service standards as a reference for the provision of public services that are fast and responsive to community needs, with transparent processes, accessible to all levels of society without discrimination, and delivered by personnel possessing high competence, professionalism, and ethics (Mirza et al., 2025).

This view aligns with the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry, which remains the most widely used instrument for measuring service quality through five dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Aini, 2018; Palupi et al., 2025). These five dimensions are considered capable of representing service quality from the perspective of the community as service users. However, the extent to which the SERVQUAL dimensions have been applied at the Banda Aceh City MPP and how significantly they affect customer satisfaction still needs to be scientifically investigated.

Although several studies have examined service quality at Public Service Malls in other Indonesian cities such as Cimahi (Fauzia et al., 2024), Sumenep (Wijaya Qoudri Nur et al., 2021), and Magelang (Palupi et al., 2025) empirical research specifically addressing the Banda Aceh City MPP remains limited, particularly in terms of measuring the partial and simultaneous influence of all five SERVQUAL dimensions on public satisfaction using multiple linear regression analysis. Prior studies in Banda Aceh have tended to focus on general service evaluations or single-variable assessments, without systematically testing the relative weight of each SERVQUAL dimension. Furthermore, most existing MPP studies in Indonesia have been conducted in urban centers on Java, where the socio-demographic profile of service users differs substantially from those in

Aceh. This study therefore contributes both empirically by providing the first statistically validated SERVQUAL profile of MPP Banda Aceh and practically, by offering evidence-based recommendations tailored to the specific demographic characteristics of its users, who are predominantly young adults and first-time service visitors.

Literature Review

The SERVQUAL model developed by Parasuraman, Zeithaml, and Berry (1988) remains the most dominant instrument for measuring service quality through five dimensions: tangibility, referring to physical facilities, building amenities, and comfort of waiting rooms; reliability, referring to timeliness and accuracy of services; responsiveness, denoting the speed of staff in assisting citizens; assurance, encompassing competence, friendliness, and security; and empathy, characterized by ease of communication and individualized attention from staff (Aini, 2018; Palupi et al., 2025; Pasrani Mendrofa et al., 2025). This model has been extensively validated across various sectors and countries, consistently confirming that these five dimensions are interrelated and form a comprehensive evaluation framework for assessing service quality (Arli et al., 2024; Halim et al., 2025). In the public sector context specifically, SERVQUAL has proven effective in capturing citizens' subjective experiences of service delivery, as the five dimensions enable the quantification of service gaps and provide actionable insights for service improvement (Rahmatia et al., 2025). Research by (Dewi Merdayanty et al., 2025) further shows that the responsiveness and reliability dimensions are often the key determinants in public organizations for building public trust, including addressing urgent infrastructure needs.

Customer satisfaction is a very important and determining factor of success, defined as the result of a post-service evaluation in which the perceived and obtained performance meets or exceeds initial expectations. In the public sector, satisfaction is not merely transactional but is also related to public trust in institutions (Wibowo &

Susliyanti, 2024). The professionalism of staff and time efficiency in integrated services are identified as key factors for customer satisfaction in developing countries (Agung et al., 2023). Public satisfaction is formed by comparing the community's beliefs about the service they receive with the tangible realization of service quality in the form of performance, and research confirms that citizens' perceptions of current service quality are relatively stable over time and carry over to shape future satisfaction levels (Ering & Tasik, 2025; Favero et al., 2025).

The causal relationship between service quality and public satisfaction is grounded in the Expectancy Disconfirmation Theory, in which satisfaction arises when the perception of service quality aligns with or exceeds expectations (A. Parasuraman, 1988). This theoretical model has been empirically validated across diverse public service contexts, consistently confirming that perceived service performance is the primary determinant of citizen satisfaction. Research by (Palupi et al., 2025) proves that improvements in the assurance dimension linearly increase the satisfaction index of integrated service users, and found that in the Public Service Mall model, the empathy and tangibles dimensions have a strong influence due to intensive face-to-face interactions. Furthermore, (Prasetyo et al., 2025) integrated the SERVQUAL model with the customer satisfaction index and found that SERVQUAL dimensions significantly influence customer satisfaction, with responsiveness emerging as the strongest driver of perceived service quality. (Noviyani & Viwattanakulvanid, 2025) confirmed at a national general hospital in Indonesia that service quality is the primary driver affecting the community's perceived value, satisfaction, and ultimately their intention to return for services.

The Public Service Mall (MPP) is conceptually defined as a platform for organizing public services that integrates various goods, services, administrative, licensing, and non-licensing services from government agencies, state-owned enterprises, and the private sector in one location, aimed at overcoming the fragmentation of public services (Yaldiso

Saiman et al., 2025). Empirical evidence from Indonesia confirms that integrated service delivery through MPPs significantly contributes to public satisfaction, particularly when service dimensions are aligned with community needs and expectations (Permata Sari et al., 2025). The main legal basis is (Peraturan Presiden, 2021), covering three main aspects: the implementation of the MPP, funding sourced from regional budgets, and the operation of MPPs in local governments. The Banda Aceh MPP holds a distinctive status as a pioneer designated by the Ministry of State Apparatus Empowerment and Bureaucratic Reform as a pilot project (DPMPTSP Kota Banda Aceh, 2025) providing 107 types of services and permits from 29 agencies, applying the principles of integration, efficiency, coordination, accountability, accessibility, and convenience through a collaborative governance model. Based on the theoretical review presented above, this study constructs a conceptual framework that positions the five SERVQUAL dimensions: Tangibles (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) as independent variables that partially and simultaneously influence Customer satisfaction (Y) among users of the Banda Aceh City Public Service Mall, as illustrated in Figure 1.

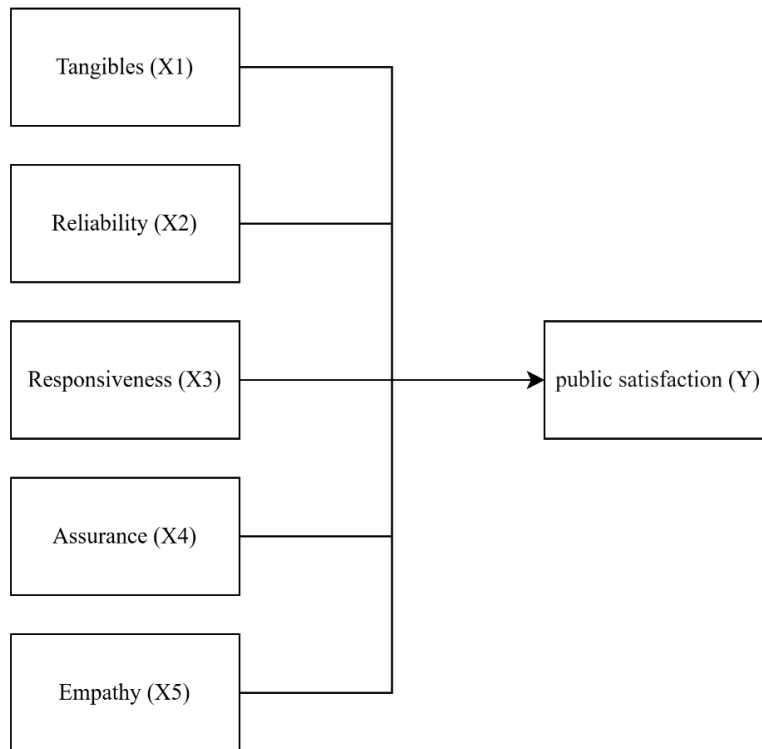


Figure 1. Conceptual Framework

Based on the theoretical review above, the conceptual framework of this study illustrates the relationship between the five SERVQUAL dimensions as independent variables and public satisfaction as the dependent variable. Each dimension is hypothesized to have both a partial and simultaneous influence on the level of customer satisfaction at the Banda Aceh Public Service Mall. Based on the theoretical framework and the research objectives outlined above, this study proposes the following hypotheses:

H1: The tangibles dimension has a significant effect on public satisfaction among users of the Banda Aceh Public Service Mall.

H2: The reliability dimension has a significant effect on public satisfaction among users of the Banda Aceh Public Service Mall.

H3: The responsiveness dimension has a significant effect on public satisfaction among users of the Banda Aceh Public Service Mall.

H4: The assurance dimension has a significant effect on public satisfaction among users of the Banda Aceh Public Service Mall.

H5: The empathy dimension has a significant effect on public satisfaction among users of the Banda Aceh Public Service Mall.

H6: The five SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy simultaneously have a significant effect on public satisfaction among users of the Banda Aceh Public Service Mall.

Research Methods

Research Location and Period, this study was conducted at the Public Service Mall (Mal Pelayanan Publik/MPP) of Banda Aceh City, located at Jl. Pangeran Diponegoro, Pasar Aceh, 3rd Floor, Kampung Baru, Baiturrahman District, Banda Aceh City. MPP Banda Aceh was selected as the research site because it is the pioneer of integrated public services in Aceh Province and has been operating since 2019, making it a relevant and representative setting for evaluating the quality of public services in the region. Data collection was carried out from January to March 2026. This study applies a descriptive quantitative approach, aimed at systematically, factually, and accurately describing the conditions and characteristics of a particular population (Saputri et al., 2024). It employs a causal-associative research design to analyze the effect of the five SERVQUAL dimensions Tangibles (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) on Customer satisfaction (Y) among users of the Banda Aceh City MPP.

The population of this study comprised all service users at the Banda Aceh City MPP. Given the dynamic nature of the population, the Cochran formula was employed to determine the sample size for a population of unknown parameters (Bostley Muyembe Asenahabi & Peters Anselemo Ikoha, 2023) With a 95% confidence level and a 10% margin of error, a minimum sample size of 96.04 respondents was required, consequently

rounded to 101 respondents to improve data accuracy and anticipate incomplete questionnaires. The sampling technique employed is accidental sampling, with respondents selected based on the following inclusion criteria: (1) individuals who had used services at the MPP of Banda Aceh City, (2) aged at least 17 years, (3) used services directly (face-to-face), and (4) were willing to complete the distributed questionnaire.

Primary data were collected through structured questionnaires consisting of two main sections. The first section measures Service Quality (Variable X) using the SERVQUAL instrument adapted from (A. Parasuraman, 1988) comprising 25 statement items divided into five dimensions: Tangibles (5 items), Reliability (5 items), Responsiveness (5 items), Assurance (5 items), and Empathy (5 items). The second section measures Customer satisfaction (Variable Y) adapted from (Kotler and Keller 2016) consisting of 5 statement items. The total instrument consists of 30 statement items, all measured using a 5-point Likert scale ranging from "Strongly Disagree" (Score 1) to "Strongly Agree" (Score 5). The instrument was adapted from previous studies (Palupi et al., 2025; Sularto, 2021; Wahyudi et al., 2024) and had undergone validity testing using Pearson Product Moment correlation and reliability testing using Cronbach's Alpha coefficient prior to field use.

Data analysis was performed using SPSS software through a systematic series of stages. Instrument testing comprised validity testing via Pearson Product Moment correlation and reliability testing using Cronbach's Alpha (Umar et al., 2025). Prior to hypothesis testing, classical assumption tests were conducted as fundamental prerequisites to ensure an unbiased regression model: (1) the Normality Test using the Kolmogorov-Smirnov method, with residuals declared normally distributed if $p > 0.05$; (2) the Heteroscedasticity Test using the Glejser method, where a significance value exceeding 0.05 for each independent variable indicates the absence of heteroscedasticity; and (3) the Multicollinearity Test evaluated through the Variance Inflation Factor (VIF)

and Tolerance values, where a VIF value below 10 confirms no multicollinearity among independent variables (Rumeon et al., 2025). The core analysis employed multiple linear regression through the model equation $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$, followed by hypothesis testing consisting of the partial t-test (H1–H5), the simultaneous F-test (H6), and the coefficient of determination (R^2) analysis, all at a significance level of $\alpha = 0.05$ (Umar et al., 2025). The operationalization of the research variables, including their dimensions, indicators, and measurement scales, is presented in Table 1.

Table 1. Operationalization of Variables

Variable	Dimensions	Operational Definition	Indicator	Scale
Service Quality (X) (Aini, 2018; Palupi et al., 2025; Sularto, 2021)	Tangible (Bukti Fisik)	Refers to building facilities, comfort of the waiting room.	Cleanliness of the environment and building comfort	Likert
			Completeness of service facilities	
			Neatness and appearance of staff	
			Technology/digitalization Special supporting facilities	
	Reliability (Keandalan)	Namely, timeliness and accuracy of service.	Accuracy and timeliness of service	Likert
			Clarity of service procedures	
	Responsiveness (Daya Tanggap)	That is the speed of the officers in helping the residents.	Service in accordance with established standards	Likert
			Speed of employee action when there is a problem or complaint from the public.	
			Fairness in administrative services. Willingness to assist service users.	

		Responsibility for the service provided to the public.	
Assurance (Jaminan)	Namely, competence, friendliness, and security.	Politeness and friendliness of the staff in serving the community Sense of security and trust in the services provided by the staff to the community Staff competence	Likert
<i>Empathy</i> (Empati)	Namely, ease of communication and special attention from the officers.	Ease of communication with the staff Friendly and caring attitude Fair treatment by the staff when providing services	Likert
Customer satisfaction (Y) (Ering & Tasik, 2025) (Wahyudi et al., 2024)	Customer satisfaction is the public's trust in the quality of public services received.	Satisfaction with the quality of the service provided Customer satisfaction with the services provided by the staff Customer satisfaction with service facilities and the building Community desire to reuse the service Conformity of the service with the expectations given	Likert

Source: Primary data, 2026 (processed).

Results and Discussion

One hundred and one questionnaires were distributed to all users of the public mall service in Banda Aceh City. The respondents were categorized based on several

criteria, including gender, age, occupation or business sector, type of agency visited, and frequency of visits.

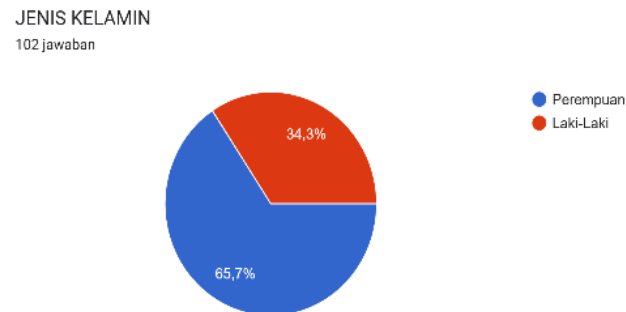


Figure 2. Gender

The results in Figure 2 show that the majority of respondents (65.7%) are female, while a smaller proportion (34.3%) are male. This indicates that female participation in this study is higher than that of males, so the perspectives obtained come more from female respondents.

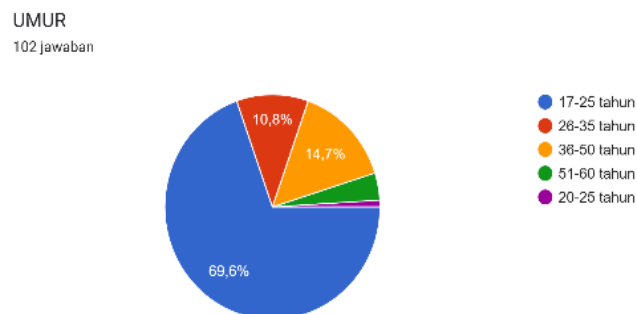


Figure 3. Age

The results in Figure 3 regarding age distribution, respondents aged 17–25 years constituted the largest segment (69.6%), followed by those aged 36–50 years (14.7%), while 10.8% of respondents were under 25 years old, and the smallest percentage was those aged 51 years and above. This indicates that the research was dominated by the younger generation, whereas the older age groups had a relatively smaller number of respondents.

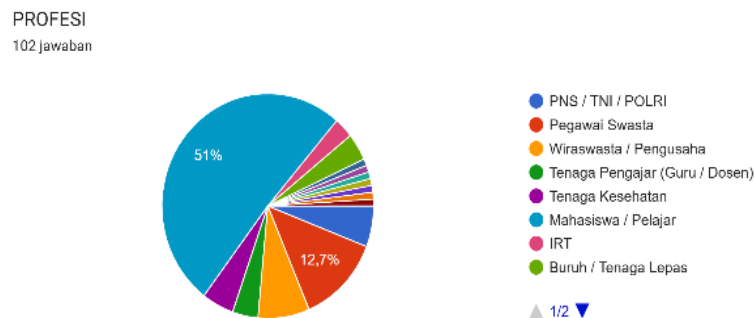


Figure 4. Profession

The results in Figure 4, in terms of profession, the majority of respondents were students (51%), while private sector employees accounted for 12.7%. Other professions such as civil servants/military/police, entrepreneurs, educators, homemakers, laborers, and others had smaller percentages. This indicates that the research results tend to reflect the perspectives of these groups.

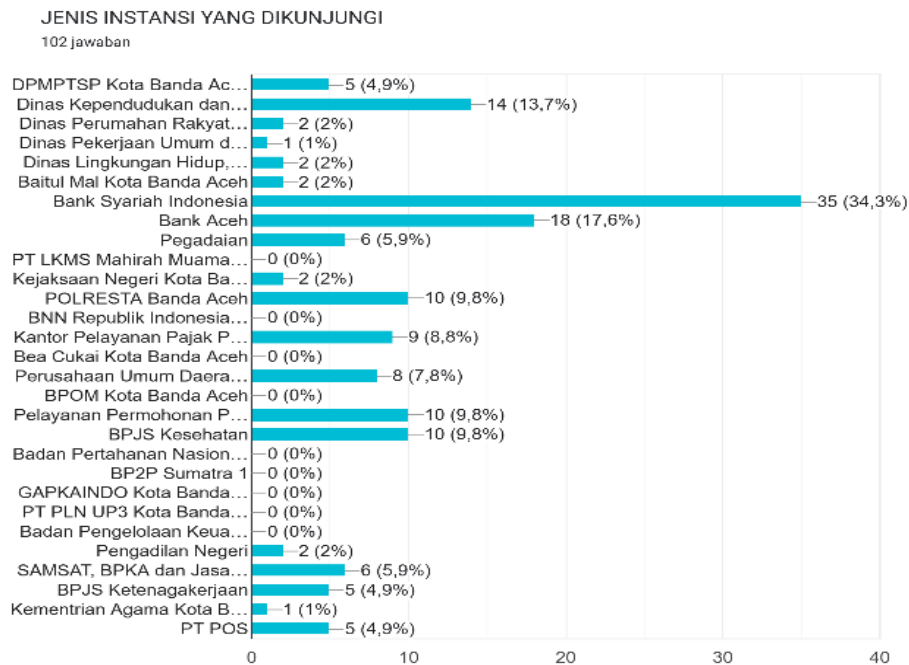


Figure 5. Type of Agency Visited

The results in Figure 5, the majority of respondents accessed services in the banking sector, with Bank Syariah Indonesia having the highest percentage (34.3%), followed by Bank Aceh (17.6%). Several other institutions, such as the Department of Population and Civil Registration, the Banda Aceh Police Precinct, and BPJS Kesehatan, were also visited quite frequently, albeit with smaller percentages. This indicates that the most dominant public service needs are in the financial and population administration sectors.

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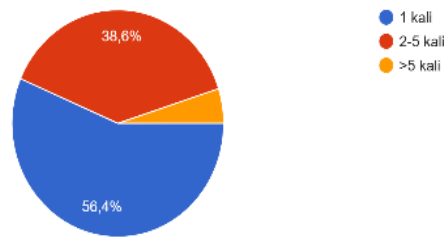


Figure 6. Frequency of Visits

The results in Figure 6, in terms of visit frequency, the majority of respondents had used the Banda Aceh MPP service once (54.4%), followed by 2–5 times (38.6%), and only a small proportion had used the service more than five times. This suggests that most members of the public are still relatively new users.

Validity and Reliability

Based on Table 2, the validity test results indicate that all 28 statement items yield *r*-values exceeding the critical *r*-table value of 0.1956 (*n* = 101), with Tangibles ranging from 0.764–0.868, Reliability from 0.814–0.878, Responsiveness from 0.866–0.910, Assurance from 0.806–0.860, Empathy from 0.839–0.923, and Customer satisfaction from 0.844–0.918. Consequently, all items are declared valid and effectively represent their respective constructs (Umar et al., 2025).

Table 2. Validity Test Results

No	Variables	Item Question	Mark <i>r</i> hitung	Mark <i>r</i> table (n=100)	Information
1	Tangibles	A1	0.821	≥ 0,1956	Valid
		A2	0.764	≥ 0,1956	Valid
		A3	0.868	≥ 0,1956	Valid
		A4	0.787	≥ 0,1956	Valid
		A5	0.829	≥ 0,1956	Valid
2	Reliability	B1	0.862	≥ 0,1956	Valid

		B2	0.814	$\geq 0,1956$	Valid
		B3	0.821	$\geq 0,1956$	Valid
		B4	0.878	$\geq 0,1956$	Valid
		B5	0.844	$\geq 0,1956$	Valid
3	Responsiveness	C1	0.884	$\geq 0,1956$	Valid
		C2	0.910	$\geq 0,1956$	Valid
		C3	0.903	$\geq 0,1956$	Valid
		C4	0.866	$\geq 0,1956$	Valid
		C5	0.903	$\geq 0,1956$	Valid
4	Assurance	D1	0.814	$\geq 0,1956$	Valid
		D2	0.806	$\geq 0,1956$	Valid
		D3	0.860	$\geq 0,1956$	Valid
5	Empathy	E1	0.839	$\geq 0,1956$	Valid
		E2	0.902	$\geq 0,1956$	Valid
		E3	0.923	$\geq 0,1956$	Valid
		E4	0.852	$\geq 0,1956$	Valid
		E5	0.915	$\geq 0,1956$	Valid
6	Customer Satisfaction	F1	0.844	$\geq 0,1956$	Valid
		F2	0.884	$\geq 0,1956$	Valid
		F3	0.918	$\geq 0,1956$	Valid
		F4	0.875	$\geq 0,1956$	Valid
		F5	0.890	$\geq 0,1956$	Valid

Based on Table 3, all variables yield Cronbach's Alpha values exceeding the 0.70 threshold Tangibles (0.871), Reliability (0.898), Responsiveness (0.936), Assurance (0.884), Empathy (0.931), and Customer Satisfaction (0.928) demonstrating an exceptionally high level of reliability (Umar et al., 2025). Consequently, the research instrument is deemed both valid and reliable for further analysis.

Table 2. Reliability Test Results

No	Variables	Amount Item	Alpha Value	Reliability Limits	Information
1	Tangibles	5	0,871	0,70	Reliable
2	Reliability	5	0,898	0,70	Reliable
3	Responsiveness	5	0,936	0,70	Reliable
4	Assurance	5	0,884	0,70	Reliable
5	Empathy	5	0,931	0,70	Reliable
6	Customer Satisfaction	5	0,928	0,70	Reliable

Source: Processed primary data (2026)

Classical Assumption Test

The classical assumption tests confirmed that all prerequisites for regression analysis were met. The Kolmogorov-Smirnov normality test yielded a significance value of 0.200 and Shapiro-Wilk 0.060, both exceeding 0.05, confirming that the residual data are normally distributed (Fig. 7). The Glejser heteroscedasticity test results indicate that none of the independent variables have a significant effect on the absolute residual values, confirming the absence of heteroscedasticity (Fig. 8). The VIF values for Tangibles (2.152), Reliability (4.274), Responsiveness (6.232), Assurance (4.411), and Empathy (5.143) are all below the threshold of 10, confirming no multicollinearity among the independent variables (Fig. 9) (Rumeon et al., 2025).

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
RES_1	.049	101	.200 [*]	.976	101	.060

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Figure 7. Normality Test

Source: SPSS output data, 2026 (processed)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.556	.660		2.356	.021
	Tangibles (Bukti Fisik)	-.014	.043	-.046	-.326	.745
	Reliability (Keandalan)	.087	.059	.296	1.478	.143
	Responsiveness (Daya Tanggap)	-.080	.065	-.296	-1.227	.223
	Assurance (Jaminan)	.086	.060	.291	1.433	.155
	Empathy (Empati)	-.112	.057	-.434	-1.977	.051

a. Dependent Variable: ABS_RES

Figure 8. Heteroscedasticity Test

Source: SPSS output data, 2026 (processed)

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.255	.987		.258	.797		
	Tangibles (Bukti Fisik)	.056	.065	.051	.871	.386	.465	2.152
	Reliability (Keandalan)	-.071	.088	-.066	-.800	.426	.234	4.274
	Responsiveness (Daya Tanggap)	.245	.097	.253	2.526	.013	.160	6.232
	Assurance (Jaminan)	.725	.089	.685	8.116	.000	.227	4.411
	Empathy (Empati)	.037	.085	.040	.439	.662	.194	5.143

a. Dependent Variable: Kepuasan Masyarakat

Figure 9. Multicollinearity Test

Source: SPSS output data, 2026 (processed)

The Influence of the Tangibles Dimension on Customer satisfaction

The partial t-test results indicate that the Tangibles dimension (X1) does not have a significant effect on Customer satisfaction (Sig. = 0.871 > 0.05; B = 0.056), thus H1 is rejected.

The Influence of the Reliability Dimension on Customer satisfaction

The Reliability dimension (X2) does not have a significant effect on Customer satisfaction (Sig. = 0.800 > 0.05; B = -0.071), thus H2 is rejected.

The Influence of the Responsiveness Dimension on Customer satisfaction

The Responsiveness dimension (X3) has a positive and significant effect on Customer satisfaction (Sig. = 0.012 < 0.05; B = 0.245), thus H3 is supported.

The Influence of the Assurance Dimension on Customer satisfaction

The Assurance dimension (X4) has a positive and highly significant effect on Customer satisfaction with the largest regression coefficient (Sig. = 0.000 < 0.05; B = 0.725; Beta = 0.685), thus H4 is supported.

The Influence of the Empathy Dimension on Customer satisfaction

The Empathy dimension (X5) does not have a significant effect on Customer satisfaction (Sig. = 0.439 > 0.05), thus H5 is rejected.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.255	.987		.258	.797
	Tangibles (Bukti Fisik)	.056	.065	.051	.871	.386
	Reliability (Keandalan)	-.071	.088	-.066	-.800	.426
	Responsiveness (Daya Tanggap)	.245	.097	.253	2.526	.013
	Assurance (Jaminan)	.725	.089	.685	8.116	.000
	Empathy (Empati)	.037	.085	.040	.439	.662

a. Dependent Variable: Kepuasan Masyarakat

Figure 10. Partial Test (t-Test)

Source: SPSS output data, 2026 (processed)

Simultaneous Analysis and Coefficient of Determination

The F-test results confirm that all five SERVQUAL dimensions simultaneously and significantly influence Customer satisfaction, supporting H6 (Fig. 11). Furthermore, the Coefficient of Determination test yields an R² value of 0.847, indicating that 84.7% of the variation in customer satisfaction is explained by the five SERVQUAL dimensions, while the remaining 15.3% is attributed to other variables outside this model (Fig. 12) (Rumeon et al., 2025).

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	990.273	5	198.055	105.000	.000 ^b
	Residual	179.192	95	1.886		
	Total	1169.465	100			

a. Dependent Variable: Kepuasan Masyarakat

b. Predictors: (Constant), Empathy (Empati), Tangibles (Bukti Fisik), Reliability (Keandalan), Assurance (Jaminan), Responsiveness (Daya Tanggap)

Figure 11. Simultaneous Test (F-Test)

Source: SPSS output data, 2026 (processed)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.255	.987		.258	.797
	Tangibles (Bukti Fisik)	.056	.065	.051	.871	.386
	Reliability (Keandalan)	-.071	.088	-.066	-.800	.426
	Responsiveness (Daya Tanggap)	.245	.097	.253	2.526	.013
	Assurance (Jaminan)	.725	.089	.685	8.116	.000
	Empathy (Empati)	.037	.085	.040	.439	.662

a. Dependent Variable: Kepuasan Masyarakat

Figure 12. Multiple Linear Regression Model

Source: SPSS output data, 2026 (processed)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.920 ^a	.847	.839	1.37340

a. Predictors: (Constant), Empathy (Empati), Tangibles (Bukti Fisik), Reliability (Keandalan), Assurance (Jaminan), Responsiveness (Daya Tanggap)

Figure 13. Coefficient of Determination

Source: SPSS output data, 2026 (processed)

This findings of this study demonstrate that the five SERVQUAL dimensions collectively explain 84.7% of the variation in customer satisfaction at the Banda Aceh City MPP, confirming that service quality is the primary predictor of public satisfaction as grounded in the Expectancy Disconfirmation Theory (A. Parasuraman, 1988). This is consistent with (Noviyani & Viwattanakulvanid, 2025) who confirmed that service quality is the primary driver of customer satisfaction and intention to return for services, and with (Prasetyo et al., 2025) who found that SERVQUAL dimensions significantly influence customer satisfaction across integrated service contexts. Furthermore, (Halim et al., 2025)

demonstrated through longitudinal analysis that a 1% increase in public service performance raises satisfaction by 0.68%, reinforcing that the five SERVQUAL dimensions as employed in this study (Aini, 2018) constitute a robust and validated framework for measuring customer satisfaction in public service institutions.

The Tangibles dimension does not have a significant effect on customer satisfaction ($\text{Sig.} = 0.871 > 0.05$; $B = 0.056$). This finding differs from studies at BUMDes Jombang and MPP Cimahi, which found a positive influence of the Tangibles dimension (Fauzia et al., 2024; Salsa Nanda Afika & Bagus Nuari Harmawan, 2025). This discrepancy is possibly due to the characteristics of respondents who are predominantly young people (69.6%) and students (51%), who prioritize service efficiency and speed over physical comfort. In the context of digital-native generations, adequate physical facilities are perceived as a basic prerequisite rather than a differentiating factor of satisfaction, consistent with findings that younger citizens tend to evaluate public services based on functional outcomes rather than tangible environments (Permata Sari et al., 2025).

Similarly, the Reliability dimension does not have a significant effect on customer satisfaction ($\text{Sig.} = 0.800 > 0.05$; $B = -0.071$). This finding contrasts with studies at MPP Sumenep (Wijaya Qoudri Nur et al., 2021) and MPP Cimahi (Fauzi et al., 2022) which found reliability to have a significant effect. This difference can be explained by the unique characteristics of respondents in Banda Aceh who are dominated by young people and first-time users (54.4%), for whom service consistency has not yet been established as a benchmark. This contextual variation confirms that the influence of SERVQUAL dimensions on public satisfaction is highly dependent on user demographics and the operational maturity of the institution (Halim et al., 2025).

The Responsiveness dimension has a positive and significant effect on customer satisfaction ($\text{Sig.} = 0.012 < 0.05$; $B = 0.245$), confirming that the speed of staff in responding to needs, handling complaints, and providing fair administrative services is a crucial factor in shaping positive public perceptions. This is reinforced by (Arasy & Nara, 2025) who assert that responsiveness is one of the key dimensions in evaluating public service quality both digital and face-to-face. At the broader level, (Dewi Merdayanty et al., 2025) confirm that

responsiveness is often a key determinant in public organizations for building public trust. The practical implication is that MPP management needs to continuously improve staff response speed, both in direct face-to-face services and through digital complaint channels.

The Assurance dimension was found to have the greatest influence on customer satisfaction with the highest regression coefficient ($B = 0.725$; $\text{Beta} = 0.685$) and a very strong level of significance ($\text{Sig.} = 0.000 < 0.05$). This finding indicates that staff competence, friendliness, politeness, and the sense of security and trust in services provided are the main determinants of satisfaction at the Banda Aceh MPP. This result is consistent with (Palupi et al., 2025) who found that improvements in the assurance dimension linearly increase the satisfaction index of integrated service users, and is further supported by (Halim et al., 2025) who confirm that assurance builds confidence through competence and courtesy in public service encounters. This is particularly relevant given that Bank Syariah Indonesia constitutes the most frequently accessed service at the Banda Aceh MPP (34.3%), where aspects of trust and service assurance are inherently critical in shaping customer satisfaction (Aini, 2025). This finding is further reinforced by the evaluation results of the Ombudsman of the Republic of Indonesia in 2025, which appreciated the commitment of the Banda Aceh City Government to improving public service quality, including aspects of professionalism and transparency of officers.

The Empathy dimension does not have a significant effect on customer satisfaction ($\text{Sig.} = 0.439 > 0.05$). This contrasts with research in Gowa Regency (Nur Aisyah Fatika Sari et al., 2025) and Bengkulu City (Juwita et al., 2023) which found that empathy has a significant positive effect on public satisfaction. The insignificance of empathy in this study can be explained by the respondent profile dominated by the younger generation who prioritize service speed and certainty over a personal approach, consistent with (Permata Sari et al., 2025) who found that younger citizens tend to evaluate government services based on efficiency rather than interpersonal warmth.

Simultaneously, the significant F-test result and R^2 of 0.847 confirm that all five SERVQUAL dimensions together constitute strong determinants of customer satisfaction, supporting H6 (Rumeon et al., 2025). Unlike previous studies that examined individual

SERVQUAL dimensions in isolation (Fauzia et al., 2024; Wijaya Qoudri Nur et al., 2021) the simultaneous examination conducted here addresses the gap identified in the Introduction and provides the first statistically validated SERVQUAL profile of MPP Banda Aceh. These findings contribute both empirically and practically by offering evidence-based recommendations tailored to the specific demographic characteristics of its users, directly addressing the need for context-specific public service quality assessments in newly established integrated service institutions.

Conclusion

Based on the results of the analysis and discussion, this study confirms that the five SERVQUAL dimensions — tangibles, reliability, responsiveness, assurance, and empathy — collectively constitute strong determinants of customer satisfaction at the Banda Aceh City Public Service Mall (MPP), collectively explaining 84.7% of its variation. These findings validate the SERVQUAL framework as a robust instrument for measuring public service quality (Aini, 2018), and are grounded in the Expectancy Disconfirmation Theory which posits that satisfaction arises when perceived service quality meets or exceeds community expectations (A. Parasuraman, 1988).

Simultaneously, all five SERVQUAL dimensions significantly influence customer satisfaction, as confirmed by the F-test results (H6 supported). However, the partial test results reveal a more nuanced picture: only the Responsiveness and Assurance dimensions demonstrated significant partial effects. The Responsiveness dimension ($B = 0.245$; Sig. = 0.012) confirms that staff speed and accuracy in handling public needs are crucial determinants of satisfaction, while the Assurance dimension emerged as the most dominant variable ($B = 0.725$; Beta = 0.685; Sig. = 0.000), indicating that staff competence, professionalism, and ability to inspire trust are the primary drivers of customer satisfaction at the Banda Aceh MPP — particularly relevant given that banking and population administration services constitute the most frequently accessed services at this institution (Aini, 2025).

Conversely, the Tangibles, Reliability, and Empathy dimensions did not demonstrate significant partial effects. This finding is contextually explained by the demographic profile of respondents, who are predominantly young adults aged 17–25 years (69.6%) and students (51%), with the majority being first-time users (54.4%). This group tends to prioritize service efficiency, speed, and certainty over physical comfort or emotional approaches, confirming that the influence of SERVQUAL dimensions on public satisfaction is highly contextual and dependent on user demographics and institutional maturity (Noviyani & Viwattanakulvanid, 2025; Permata Sari et al., 2025).

From a theoretical perspective, these findings reinforce the Expectancy Disconfirmation Theory and contribute to the development of public service management literature, particularly in understanding that service quality dimensions do not operate uniformly across different demographic contexts. This study contributes empirically by providing the first statistically validated SERVQUAL profile of MPP Banda Aceh, and practically by offering evidence-based recommendations tailored to the specific socio-demographic characteristics of its users directly addressing the gap identified in prior studies that had focused on general service evaluations without systematically testing the relative weight of each SERVQUAL dimension (Fauzi et al., 2022; Wijaya Qoudri Nur et al., 2021). From a practical perspective, the management of the Banda Aceh City MPP should prioritize strengthening the Assurance and Responsiveness dimensions through improving staff competence and professionalism, implementing transparent standard operating procedures (SOPs), increasing service speed and accuracy, and optimizing the handling of public complaints.

This study is subject to several limitations. First, the respondent profile is dominated by young adults (69.6% aged 17–25 years) and students (51%), whose perspectives may not fully represent the views of older age groups or non-student service users. Second, the accidental sampling technique means that not all members of the population had an equal chance of being selected, thereby potentially limiting the generalizability of the findings. Third, the scope is limited to one city the Banda Aceh City MPP and the results may not be applicable to other MPPs in different regions with distinct socio-demographic

characteristics, service maturity levels, and operational contexts. Fourth, the study incorporates only the five SERVQUAL dimensions, leaving 15.3% of the variation in customer satisfaction unexplained by the model.

Based on these limitations, future research is encouraged to: replicate this study using probability sampling methods such as stratified random sampling to ensure broader representation of all service user groups; expand the geographic scope by conducting comparative studies across multiple MPPs in different regions of Indonesia; incorporate additional variables beyond the SERVQUAL model such as service digitalization, waiting time, or perceived value to explain the remaining unexplained variance; and conduct moderation analysis to examine whether the dominance of the Responsiveness and Assurance dimensions persists across different service types and age groups.

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