

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan dan good governance terhadap kepuasan masyarakat dengan kepercayaan publik sebagai variabel intervening. Penelitian menggunakan pendekatan kuantitatif dengan metode Partial Least Squares–Structural Equation Modeling (PLS-SEM). Data dikumpulkan melalui kuesioner skala Likert 1–5 kepada 100 responden yang merupakan pengguna layanan publik di kantor Lurah Sei Jang Tanjungpinang. Hasil penelitian menunjukkan bahwa *good governance* berpengaruh signifikan terhadap kepercayaan publik dan kepuasan masyarakat, sedangkan kualitas pelayanan hanya berpengaruh terhadap kepuasan masyarakat. Kepercayaan publik berpengaruh signifikan terhadap kepuasan dan memediasi pengaruh good governance, namun tidak memediasi kualitas pelayanan. Nilai  $R^2$  menunjukkan kemampuan penjelasan model berada pada kategori moderat. peningkatan kepuasan masyarakat tidak hanya ditentukan oleh kualitas pelayanan, tetapi juga sangat dipengaruhi oleh penerapan good governance melalui peningkatan kepercayaan publik. Oleh karena itu, penguatan tata kelola pemerintahan yang baik menjadi strategi penting dalam meningkatkan kepuasan masyarakat terhadap pelayanan publik.

**Kata kunci:** Kualitas Pelayanan, *Good governance*, kepercayaan publik, Kepuasan

## **ABSTRACT**

*This study aims to analyze the effects of service quality and good governance on community satisfaction, with public trust as an intervening variable. A quantitative approach was employed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method. Data were collected through a Likert-scale questionnaire (1–5) administered to 100 respondents, who were users of public services at the Sei Jang Urban Village Office, Tanjungpinang. The results indicate that good governance has a significant effect on public trust and community satisfaction, while service quality only has a significant effect on community satisfaction. Public trust significantly influences community satisfaction and mediates the effect of good governance, but does not mediate the effect of service quality. The  $R^2$  values indicate a moderate explanatory power of the model. These findings suggest that improving community satisfaction is not solely determined by service quality, but is strongly influenced by the implementation of good governance through the enhancement of public trust. Therefore, strengthening good governance practices is a key strategy for improving community satisfaction with public services.*

**Keywords:** *Service Quality, Good Governance, Public Trust, Community Satisfaction*