

ABSTRACT

DINAR NOVIKASARI, NPM: B63101231012, This research addresses "The Influence of Population Administration Public Service Quality on Public Satisfaction at the Karangampel District Office, Indramayu Regency." The issues identified include persistent service issues resulting from convoluted bureaucracy and inefficient procedures, a lack of transparency in services, suboptimal quality of Human Resources (HR), minimal use of technology in public services, limited supporting facilities and infrastructure, and a lack of evaluation and oversight of public service performance. Delays in providing information to the public regarding changes and requirements for administrative services.

Based on the background of the research problem, the author formulated the problem in the form of a question sentence: how big is the influence of the quality of public services in population administration on public satisfaction at the Karangampel District Office, Indramayu Regency?

The method used in this study is an Explanatory Survey with a sampling technique using the Slovin formula called random sampling/probability sampling from a population of 5,764 with a sample of 98 respondents who took care of population administration at the Karangampel District Office, Indramayu Regency. Data analysis was carried out using Path Analysis, data were collected through questionnaires and interviews.

The research and discussion revealed the significant influence of the quality of civil service administration services on public satisfaction at the Karangampel District Office, Indramayu Regency. This was determined by the following dimensions: Physical appearance (tangibles) (X1), Reliability (X2), Responsiveness (X3), Assurances (X4), and Empathy (X5). Both simultaneously and partially or individually, they had a significant influence. This means that the higher the quality of service, the higher the level of public satisfaction at the Karangampel District Office, Indramayu Regency. The coefficient of determination for the quality of civil service administration services on public satisfaction was $R^2 = 0.4344$, or 43.44%. The influence of other variables not examined was 56.56 %. This indicates that variables outside the quality of civil service administration services that have not been studied influence public satisfaction.

Keywords: *service quality and public satisfaction*