

THE EFFECT OF SERVICE QUALITY ON CONSUMER SATISFACTION THROUGH CUSTOMER TRUST AS A MEDIATION

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Abstract

In the context of service management, providing exceptional service quality helps to establish enduring relationships founded on trust in addition to meeting customer expectations. Consumer trust is an important point for the Company to support the achievement of the implementation of the Company's service quality to consumer satisfaction. This study aims to investigate how consumer trust functions as a mediating component in the link between customer pleasure and service quality. The study's population consists solely of consumers who have used information services from BMKG, especially the Central Jakarta area and its surroundings with an unknown population, the sample collection technique uses the snowball sampling technique. Statistical data analysis uses statistical applications used for instrument testing, classical assumptions and hypotheses. The results of the study show that service quality and consumer trust have a direct effect on consumer satisfaction. Similarly, consumer trust directly affects consumer satisfaction, while the results of mediation testing prove that consumer trust can mediate the influence of service quality on consumer satisfaction. Suggestions for future researchers should be able to test the same variables on different objects so that the role of each variable can be generalized.

Keywords: Quality of service, Consumer trust and Customer satisfaction

Introduction

The Meteorology, Climatology, and Geophysics Agency (BMKG) is a non-ministerial government agency that has a mandate to provide meteorology, climatology, and geophysics information services to support the safety, resilience, and productivity of people in various sectors. As a public service provider, BMKG continues to make efforts to improve service quality in line with the dynamics of public information needs that are increasingly fast and digital-based.

BMKG has an important role in providing accurate and timely weather, climate, and geophysical information to the public. The responsive and transparent quality of services from BMKG has contributed to increasing public trust in government institutions. In the digital era, BMKG utilizes electronic platforms to convey information, which not only improves service efficiency but also strengthens the relationship between the government and citizens. Research by shows that the good quality of electronic services significantly affects public trust and satisfaction with government services. Therefore, BMKG's endeavors to enhance the caliber of its offerings via technological innovation contribute to the construction of a robust and sustainable future. (Taufiqurokhman et al., 2024)

However, these efforts have not been fully able to create overall consumer satisfaction. For example, when there is extreme weather such as heavy rain or strong winds, some people find it difficult to find official BMKG information quickly through the official application or website, as a result, they turn to social media or other unverified channels because they feel that the procedure for finding information through official BMKG services is too complicated or unclear. Thus, although the quality of BMKG's services is generally good, the procedural aspect is still a critical point that needs to be improved immediately so that public satisfaction can be achieved comprehensively. Public satisfaction with BMKG's information services is an important indicator in assessing the effectiveness of public services in the fields of meteorology, climatology, and geophysics. One of the key variables that affects the level of satisfaction is *service quality*, which includes several important aspects such as the reliability of information, timeliness of delivery, ease of access, transparency of procedures, and professionalism of service officers.

Consumer trust is significantly shaped by service quality, particularly when it comes to ongoing and frequent encounters between service providers and clients. Trust arises when customers feel that the service they receive is consistent, reliable, and provides a sense of security in transactions. Service quality has also long been recognized as one of the main determinants in shaping customer satisfaction and loyalty in various service sectors. In this context, research shows that service quality plays a significant role in increasing (Rasheed & Abadi, 2014) customer trust and perceived value, which eventually boosts customer loyalty; it demonstrates how successfully providing high-quality services indirectly fosters customer satisfaction through the development of trust (Rasheed & Abadi, 2014)

According to Kotler and Keller (2016), *service quality* is defined as the level of service excellence perceived by consumers, which is measured by the extent to which their expectations are met or exceeded. This definition places customer satisfaction as a result of the perception of the services received. Likewise, according to the (Utkirov, n.d.) *SERVQUAL concept, the concept of SERVQUAL* contains five key components for evaluating the quality of services: tangibles (physical proof), assurance (guarantee), responsiveness (responsiveness), empathy (empathy), and reliability (reliability). When these five dimensions are fulfilled consistently, consumers will tend to feel satisfied with the services provided. The study confirmed that service quality is a powerful predictor of customer satisfaction and discovered that the SERVQUAL dimensions - tangibility and empathy in particular - have a significant direct impact on customer satisfaction ((Karim, 2020).

Based on the results of previous research supported by literature review, it can be proposed that hypothesis 1 of this study is H1: *Servqual* has a positive and significant effect on consumer satisfaction

Building a long-term relationship between service providers and the community as users depends in large part on trust. According to Kotler and Keller (2016), trust is the willingness of consumers to depend on a product or service based on the belief that the provider will meet expectations consistently and reliably in the long term. Trust is an important psychological foundation because it is able to reduce uncertainty and strengthen public loyalty to the information conveyed. When the community feels that service providers are not only technically capable, but also show moral commitment in providing services, then that trust grows into social capital that strengthens the sustainability of the relationship between institutions and the public. Therefore, public trust is not only the result of good service quality, but also a cognitive and emotional bridge that allows the creation of long-term social satisfaction and support for public service institutions. Based on the results of the previous research supported by a literature review, it can be proposed that hypothesis 2 of this study are: (Carlander, n.d.)Junaiddi et al., 2024) (Wang et al., 2022)

H2: *Servqual* has a positive and significant effect on consumer confidence

Customer satisfaction, which is a key factor in determining loyalty and the long-term value perception of service institutions, is defined as the outcome of a positive experience throughout the interaction or transaction process between customers and service providers. This demonstrates that, particularly in the context of technology-based public services, customer experience is increasingly a significant role in the construction of contentment.

Meanwhile, it emphasized that customer satisfaction is directly influenced by the quality of service consisting of the dimensions of reliability(São Paulo et al., 2024)(Boamah & Danso, 2020), *responsiveness*, assurance, empathy, and tangible *evidence*, which as a whole shape customer perception of the effectiveness of public services. Based on the results of the previous research supported by a literature review, it can be proposed that hypotheses 3 of this study are:

H3 : Consumer confidence has a positive and significant effect on consumer satisfaction

In previous research, it was stated that the quality of a well-received service was significantly able to increase customer trust, which ultimately strengthened loyalty. They emphasized that aspects such as (Rasheed & Abadi, 2014)*reliability* and assurance are crucial components that foster trust. A similar thing was expressed by , who found that (Karim, 2020)*the dimensions of SERVQUAL* not only have an impact on client happiness but also play a big role in building trust, particularly in the banking industry where excellent accuracy and security of services are essential. Contrary to the two conclusions,

however, research indicates that consumer trust is not directly impacted by service quality. The ineffectiveness of this relationship is explained by miscommunication and inaccuracy in the delivery of information through the media, which causes customers to fail to build a positive perception of the service provider, even though the quality of service is objectively assessed. These findings show that the effectiveness of service quality in forming trust is greatly influenced by the context of communication and the information channels used.(Nainggolan & Sinaga, 2022)

Furthermore, the role of consumer trust in satisfaction has been proven by several previous researchers. Among them, it is revealed that companies that consistently maintain service quality and build trust will effectively create customer satisfaction, especially through increased perception of value and belief in service integrity. Similarly, it explains that consumer trust has a significant effect on customer satisfaction, as evidenced by their research on McDonald's consumers in Bandar Lampung, where trust was shown to have a strong positive relationship with customer satisfaction. However, a different result was shown by , which found that consumer confidence had no significant effect on satisfaction, especially in the context of the financial services industry. These findings are attributed to miscommunication factors and information media inaccuracies, which cause trust to fail to translate intact into customer satisfaction. This difference shows that the effectiveness of (Rasheed & Abadi, 2014)(Susanto & Pandjaitan , 2024)(Susanto & Pandjaitan , 2024)(Nainggolan & Sinaga, 2022)(Nainggolan & Sinaga, 2022)*trust* as a predictor of satisfaction is greatly influenced by the characteristics of the industry and the communication channels used.

However, in contrast to the previous two findings, the study showed results that were not entirely consistent; in the context of the insurance industry, (Nainggolan & Sinaga, 2022)*trust* was found to be unable to significantly mediate the relationship between promotion and customer satisfaction, indicating that the characteristics of the service sector and the profile of respondents may influence the structure of the relationship between these variables (). This difference is important to note, because in the context of public services such as BMKG, Nainggolan & Sinaga, 2022 *public trust* and satisfaction with disaster information can have different dynamics compared to commercial services. Based on the advantages of consumer trust as a mediation variable, hypotheses 4 of this study can be proposed as follows:

H4: Consumer confidence can mediate the influence of servqual on consumer satisfaction

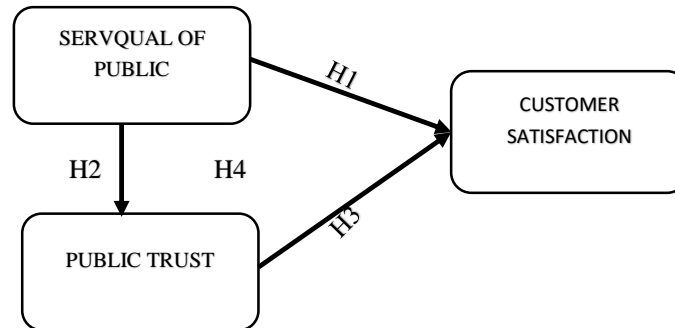
In the context of BMKG's public information services, this study intends to empirically investigate the relationship between service quality and customer satisfaction, using customer trust as a mediating variable. This study's primary goal is to determine how much each of the five aspects of service quality - tangibles, reliability, responsiveness, assurance, and empathy - contributes to the development of public trust and affects satisfaction levels either directly or indirectly through mechanisms of trust.

It is hoped that this research can enrich the literature on the relationship between service quality, trust, and customer satisfaction in the realm of public services by identifying the determinants of public satisfaction with BMKG services so as to support efforts to increase disaster literacy and public trust in state institutions. These practical implications are important for improving the effectiveness of data- and information-based public services. This contributes to the creation of a society that is more prepared and responsive to disaster risks through reliable and quality services.

From the explanation of the theories above, it can be described that the flow of this research can be explained in diagram 1.1 as follows:

Figure 1. 1

Thinking Framework Model



Method

In order to determine the number of samples using the findings of the Lamshow calculation, 112 respondents were recruited from the population of this study, which is the complete community that uses information services from BMKG spanning the Jakarta area and its outskirts with an unknown number. In the meanwhile, saturated samples are used for research sample collection.

The success of the role of variables in this study is measured by indicators, including for the Servqual variable, refer to Kotler et al., (2016) with the indicators used are *tangibles*, *reliability*, *responsiveness*, *assurance*, *empathy*. For the Trust Variable, refer to (Carlander et al., 2018) which shows that in the context of services such as banking, trust is formed through the perception of quality *personal service* - especially through the perception of employee competence, *benevolence*, and transparency. Likewise, the satisfaction variable refers to the indicator used to measure customer satisfaction referring to the approach developed by Kotler (2016), which includes several aspects, including: (1) perception of service quality, (2) the level of ease and clarity in obtaining services, and (3) a sense of comfort and security during the service process. The feasibility test of the instrument using the event is the data validity test and the data reliability test.

Based on the results of the data validity test using the SPSS 23 program, the following values were obtained as in Table 1.1:

Table 1. 1 Validity Test Results

		Prosedur layanan yang diberikan BMKG sesuai kebutuhan	Rasa pelayanan diberikan sesuai dengan kebutuhan	Sepektas informasi yang diberikan BMKG	Pelayanan yang diberikan BMKG sesuai dengan kebutuhan	Seberapa cepat layanan yang diberikan BMKG	Perasaan nyaman saat menggunakan layanan BMKG	Perasaan aman saat menggunakan layanan BMKG	Perasaan nyaman saat menggunakan layanan BMKG
Prosedur layanan yang diberikan BMKG sesuai kebutuhan	Person Correlation N Sig. (2-tailed)	1	.813**	.828**	.882**	.821**	.821**	.821**	.821**
Rasa pelayanan diberikan sesuai dengan kebutuhan	Person Correlation N Sig. (2-tailed)	.813**	1	.895**	.895**	.895**	.895**	.895**	.895**
Sepektas informasi yang diberikan BMKG	Person Correlation N Sig. (2-tailed)	.828**	.895**	1	.895**	.895**	.895**	.895**	.895**
Pelayanan yang diberikan BMKG sesuai dengan kebutuhan	Person Correlation N Sig. (2-tailed)	.882**	.895**	.895**	1	.895**	.895**	.895**	.895**
Seberapa cepat layanan yang diberikan BMKG	Person Correlation N Sig. (2-tailed)	.821**	.895**	.895**	.895**	1	.895**	.895**	.895**
Perasaan nyaman saat menggunakan layanan BMKG	Person Correlation N Sig. (2-tailed)	.821**	.895**	.895**	.895**	.895**	1	.895**	.895**
Perasaan aman saat menggunakan layanan BMKG	Person Correlation N Sig. (2-tailed)	.821**	.895**	.895**	.895**	.895**	.895**	1	.895**
Perasaan nyaman saat menggunakan layanan BMKG	Person Correlation N Sig. (2-tailed)	.821**	.895**	.895**	.895**	.895**	.895**	.895**	1

**. Correlation is significant at the 0.01 level (2-tailed).

The validity test was conducted using Pearson's correlation analysis of all question items asked in the questionnaire to 112 respondents. Based on the results of the data validity measurement, a significant Pearson correlation value was obtained for the total score, specifically the sig calculated < sig alpha table value (5%). This demonstrates that every item in the research tool has been deemed **Valid** for use in measuring the variables under investigation. In the reality test, the test results are presented in the following table:

Table 1. 2 Reliability

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Prosedur layanan yang diberikan BMKG mudah dipahami	23.455	15.475	.828	.928
Alur pelayanan dijelaskan secara jelas dan terstruktur	23.571	15.436	.794	.930
Saya tidak mengalami kebingungan dalam memahami prosedur pelayanan untuk permintaan data	23.625	15.101	.790	.931
Panduan layanan yang tersedia di infografis mudah dimengerti dan diakses secara online	23.554	15.655	.781	.931
Setiap unit layanan BMKG, baik di kantor pusat maupun UPT, mengikuti standar prosedur pelayanan yang sama	23.554	15.709	.730	.935
Penjelasan prosedur layanan oleh petugas BMKG mudah dimengerti dan informatif	23.563	15.203	.842	.927
Pelayanan yang diberikan tidak menunjukkan adanya proses birokrasi yang rumit	23.679	15.301	.737	.935
Pelayanan yang diberikan memenuhi harapan saya dalam hal kecepatan dan kejelasan informasi	23.563	15.492	.779	.931

Reliability Statistics

Cronbach's Alpha	N of Items
.939	8

Table 1.2 provides an explanation for why Cronbach's alpha calculation value is higher than Cronbach's alpha table value. The variable exhibit's reliability if Cronbach's alpha value is greater than Cronbach's alpha table value (0.70). Each variable's value of 0.939 is demonstrated to be more than the Cronbach's alpha table value of 0.70, indicating that the study is deemed **reliable**.

Results and Discussions

Direct Hypothesis Test Results

Table 1.3 Linear relationship of services to variables

Model	Dependent Variable	Eigenvalue	Condition Index	(Constant)	Variance Proportions							
					Prosedur layanan yang diberikan BMKG mudah dipahami	Alur pelayanan dijelaskan secara jelas dan terstruktur	Saya tidak mengalami kebingungan dalam memahami prosedur pelayanan untuk permintaan data	Panduan layanan yang tersedia di infografis mudah dimengerti dan diakses secara online	Setiap unit layanan BMKG, baik di kantor pusat maupun UPT, mengikuti standar prosedur pelayanan yang sama	Penjelasan prosedur layanan oleh petugas BMKG mudah dimengerti dan informatif		
1	1	6.919	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00
2	2	.025	16.716	.70	.01	.03	.12	.00	.01	.01	.01	.01
3	3	.019	19.106	.18	.04	.06	.04	.09	.37	.02	.02	.02
4	4	.012	24.090	.09	.13	.07	.04	.14	.08	.01	.01	.01
5	5	.010	26.109	.02	.03	.11	.00	.02	.38	.08	.08	.08
6	6	.010	26.951	.00	.04	.01	.14	.74	.17	.25	.25	.25
7	7	.006	33.588	.02	.75	.72	.05	.00	.00	.00	.00	.00

a. Dependent Variable: Pelayanan yang diberikan memenuhi harapan saya dalam hal kecepatan dan kejelasan informasi

To ascertain the direct relationship between the variables under investigation—service quality, trust, and customer satisfaction—hypothesis testing was done. All aspects of service quality (tangibles, reliability, responsiveness, assurance, and empathy) demonstrated a strong and significant correlation with customer satisfaction variables, according to the results of multiple linear regression analysis conducted using the SPSS version 23 application (Pearson value > 0.800 with a significance value < 0.01). These findings demonstrate that customer satisfaction is positively impacted by the general public's opinion of BMKG's service quality.

The first hypothesis (H1), according to which customer satisfaction is significantly impacted by service quality, is accepted. This implies that the degree of public satisfaction with BMKG's public information services increases with the quality of service that users perceive.

Additionally, the second hypothesis's (H2) test results demonstrate that trust is positively and significantly impacted by service quality. The dimensions in *SERVQUAL*, especially *reliability* and *assurance*, have proven to play an important helping to build public trust in institutions. These results are consistent with the findings as well as, which states that consistent and accountable services are able to build public perception of trust in public service providers.(Rasheed & Abadi, 2014)(Karim, 2020)

According to the results of the third hypothesis test (H3), customer happiness is positively and significantly impacted by trust. This supports the view of Mayer et al. (1995) and , which explains that public trust in an institution is an important foundation in creating a satisfactory service experience. In the context of BMKG, the higher the public's trust in the accuracy and integrity of the information provided, the greater the level of satisfaction felt.(Susanto & Pandjaitan , 2024)

Indirect Hypothesis Test Results (Mediation Test)

The fourth hypothesis (H4) test was carried out to find out whether trust mediates the connection between customer satisfaction and service quality. The function of mediation is tested using partial path analysis. The analysis's findings indicate that:

1. Trust is greatly impacted by service excellence. (direct relationships),
2. Trust significantly affects *customer satisfaction*,
3. When *trust* is included the direct relationship between customer happiness and service quality as a mediation variable is still substantial but is waning.

These findings suggest that trust functions as a partial mediator, strengthening the link between the community's overall contentment and its impression of the quality of services. These findings are consistent with the *Expectation Confirmation Theory* (Oliver, 1980) and the results of a study by Dahiyat et al. (2011), which affirm that consumer trust is an important psychological bridge in translating perceptions of service quality into more stable and emotional satisfaction.

Overall, the study's findings support the notion that, in the context of information-based public services like BMKG, trust—which can enhance the influence of services on general public satisfaction—is just as significant as the technical services' excellence.

Discussion

H1: The Influence of *Service Quality* on Customer Satisfaction

The first hypothesis test's findings demonstrate that customer satisfaction is positively and significantly impacted by service quality. These results demonstrate that the degree of pleasure felt by the community increases with the quality of services received, including information reliability, tangible evidence, officers' assurance, responsiveness, and empathy. This is in line with the *Expectation Confirmation Theory* (Oliver, 1980) When customers obtain service that meets or even surpasses their initial expectations, they are satisfied. These findings are reinforced by research as well as , which states that the implementation of (Rasheed & Abadi, 2014)(Karim, 2020)the *SERVQUAL* dimension is effectively able to shape client contentment, especially if the service is provided consistently and professionally.

H2: The Influence of *Service Quality* on Trust

The second theory is also significantly proven, where trust is positively impacted by service excellence. This indicates that BMKG's high-quality public services not only help to deliver timely and accurate information but also strengthens public perception of the integrity and competence of institutions. When people feel that the services they receive are reliable and responsive to their needs,

there will be confidence that the institution is trustworthy. These findings and the results are in agreement. (Carlander et al. 2018), which states that public trust is formed through the perception of competent, honest, and transparent services. Reliability and empathy are crucial components in enhancing the relationship of trust between institutions and the community in the context of BMKG's public information services.

H3: The Influence of Trust on Customer Satisfaction

The study's findings also support the third hypothesis, which holds that customer happiness is significantly impacted by trust. This shows public trust in BMKG is the main determinant in forming a perception of satisfaction with the services provided. Trust not only serves as a response to the quality of services, but also as an effective and cognitive factor that strengthens people's acceptance of the information provided. These findings are in line with the theory of Mayer, Davis, & Schoorman (1995), which emphasizes that trust is formed through three main elements, specifically proficiency, honesty, and kindness. The findings of this study are further corroborated by, which demonstrates that customer happiness and trust are strongly correlated, particularly when it comes to services like public services that require constant involvement. (Susanto & Pandjaitan, 2024)

H4: Trust as a Mediator between *Service Quality* and Customer Satisfaction

The fourth hypothesis examines how trust functions as a mediator in the relationship between customer pleasure and service quality. The analysis's findings indicated the presence of partial mediation, indicating that trust is the primary indirect mechanism via which service quality affects customer happiness. This indicates that trust plays an important psychological bridge in translating perceptions of services into final evaluations in the form of satisfaction. These findings are in line with studies (Dahiyat et al. 2011), which attest to the fact that, in a variety of service sectors, including the public sector, trust can operate as a substantial mediator between consumer pleasure and service quality. In the context of BMKG, this reinforces the importance of building services that are not only technically superior, but also able to form positive perceptions and trust-based relationships.

Conclusion

Community satisfaction is directly and significantly impacted by BMKG's service quality, according to the findings of data analysis, discussion, and hypothesis testing. Furthermore, it has been demonstrated that providing high-quality services helps to build public trust in organizations, which in turn has a big influence on customer satisfaction. Additionally, trust is a psychological link that reinforces the relationship between service perception and the ultimate assessment of BMKG performance, as evidenced by its involvement as a partial mediating variable in the association between service quality and satisfaction. Therefore, the secret to establishing long-term public satisfaction with public information services in the domains of meteorology, climatology, and geophysics is to simultaneously enhance service quality and foster public trust.

Suggestion

First, it is recommended that BMKG keep enhancing the quality of public services by optimizing SERVQUAL's dimensions, particularly in the areas of tangibles and responsiveness. This includes offering easily accessible information facilities, making digital platform displays easy to use, and responding to public information requests more quickly and accurately.

Second, in building and strengthening public trust, BMKG needs to actively implement the principles of transparency, integrity, and consistency of services, for example by providing *real-time* information updates, clarifying confusing information, and involving the public in participatory service evaluations.

Third, to maximize user satisfaction, it is important for BMKG to facilitate effective two-way communication channels through public forums, social media, and feedback reporting applications, so that the public feels heard and actively involved in the development of public services that are adaptive and responsive to local needs.

Fourth, for future researchers, it is recommended to expand the scope of variables by considering other factors such as *perceived value*, *citizen engagement*, or *digital literacy* as moderation or *intervening*

variables. In addition, comparative research A more comprehensive view of the dynamics of trust and satisfaction in the context of information-based services in the public sector can be obtained by comparing other areas or other public service institutions.

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