



**DIJDBM:**  
**Dinasti International Journal of Digital  
Business Management**

E-ISSN: 2715-4203  
P-ISSN: 2715-419X

<https://dinastipub.org/DIJDBM> ✉ [dinasti.info@gmail.com](mailto:dinasti.info@gmail.com) ☎ +62 811 7404 455

DOI: <https://doi.org/10.38035/dijdbm.v7i1>  
<https://creativecommons.org/licenses/by/4.0/>

## The Effect of Digitalization and Professionalism on Public Satisfaction Through Public Service Quality

M. Zahari<sup>1</sup>, Mufidah Mufidah<sup>2</sup>, Yanti Yanti<sup>3</sup>

<sup>1</sup>Batanghari University, Jambi, Indonesia, m.zaharims@gmail.com.

<sup>2</sup>Batanghari University, Jambi, Indonesia, mufidah@unbari.ac.id.

<sup>3</sup>Batanghari University, Jambi, Indonesia, yantirusdi2108@gmail.com.

Corresponding Author: yantirusdi2108@gmail.com<sup>1</sup>

**Abstract:** The purpose of this study is to describe public satisfaction, professionalism, digitalization, and the quality of public services. It examines how professionalism and digitalization affect public satisfaction. It examines how professionalism and digitization affect public satisfaction through the caliber of public services. The Population and Civil Registration Office of West Tanjung Jabung Regent, Jambi Province, served as the study's site. This study made use of both principal and supplemental data. 73,266 service customers made up the study's population, and a random sampling technique was used to choose 100 respondents. Descriptive and quantitative analysis were employed in this survey-based investigation. Path study with the Partial Least Squares (PLS) method was employed in the quantitative study. The findings demonstrate that public satisfaction is positively and significantly impacted by professionalism and digitization. By improving the caliber of public services, professionalism and digitalization increase public satisfaction. These findings clarify that the public's perception of service quality improves with increasing digitalization and professionalism. Ideal service The key to fulfilling the public's expectations of government services is quality. As a result, the public will gain materially from government representatives' presence, which will raise satisfaction levels.

**Keyword:** Digitalization, Professionalism, Public Service Quality, Public Satisfaction.

### INTRODUCTION

One of the main roles of government that directly affects the community's basic necessities is public service. The degree of public trust in the government is mostly determined by the effectiveness of public service delivery, which also reflects the caliber of good governance. Sinambela et al. (2014) define public service as any action taken by the government on behalf of numerous citizens. Even if the outcomes are not connected to a tangible object, each activity provides satisfaction and benefits a group or unit. Additionally, public service administration is strategically important in fostering public confidence in the government, according to Zahari et al. (2025). Convenience, speed, and service certainty are all concrete advantages that the public will enjoy when service management is properly executed. On the

other hand, inadequate service administration is frequently convoluted and opaque, which eventually undermines the public's trust in the government.

Birth certificates, Family Cards (KK), Resident Identity Cards (KTP), and other civil registration documents are among the population documents that the Population and Civil Registration Service (Disdukcapil) strategically provides as part of population administration services. These services are essential because they directly impact people's civil rights and provide the foundation for accessing a number of other public services. However, in reality, population administration services frequently encounter a number of issues, including drawn-out service procedures, restricted service accessibility, a lack of procedural clarity, and ambiguity around service completion times. These circumstances may have an adverse effect on low public satisfaction levels and lower the quality of public services.

In an effort to increase service efficacy and efficiency, the government is promoting the digitalization of public services in tandem with the advancement of details technology. According to Janssen, Charalabidis, and Zuidervijk (2017), digitalization of public services refers to the application of digital technology in the service delivery process to improve public access, expedite administrative procedures, and raise service accountability and transparency. It is anticipated that the use of digital-based service systems, such as online services, electronic queuing, and integrated population details systems, will decrease bureaucratic red tape and enhance public-official relations. However, the professionalism of service staff is just as important to the success of digitizing public services as the availability of technology.

When performing their public service responsibilities, civil servants' competence, integrity, accountability, and work ethic are all reflected in their professionalism (Denhardt & Denhardt, 2015). In order to provide timely, responsible, and high-quality services, civil workers' professionalism is also essential (Zahari et al., 2025). In addition to being adept at using digital systems, professional public officials also have a courteous, receptive demeanor and are focused on the needs of the community. Digitalization has the potential to fail and possibly generate new challenges in the service process without the assistance of skilled human resources.

The quality of public services is seen to be significantly impacted by the combination of digitalization and civil servant professionalism. The degree of service excellence that the general public perceives in relation to their expectations is referred to as the quality of public services (Parasuraman et al., 1991). Service dependability, public servant response, assured service certainty, compassion for service users, and the availability of infrastructure and supporting facilities are characteristics of quality services. Service quality is an important metric for evaluating the effectiveness of bureaucratic reform and digital transformation in the public sector when it comes to population administration services.

Additionally, high-quality public services have a direct effect on public satisfaction. According to Oliver (1997), public satisfaction is the public's assessment of the service they receive based on a comparison between their pre-service expectations and the perceived service performance. Public satisfaction will rise if the level of service obtained above or at least satisfies public expectations. On the other hand, the public will get dissatisfied and complain if the service is slow, unclear, and unprofessional.

The Population and Civil Registration Office in West Tanjung Jabung Regent has started digitizing a number of services, including online population administration services and the Population Administration Details System (SIAK). However, preliminary findings and a number of public complaints indicate that there are still difficulties in putting this digitization into practice, such as low public digital literacy, technical system limitations, and disparities in staff proficiency with the technology. Additionally, there are still issues with staff professionalism, especially with relation to details clarity, consistency of service, and attitudes toward serving the public.

According to the aforementioned explanation, two crucial elements that require empirical studies in connection to the caliber of public services and public satisfaction are digitalization and the professionalism of civil servants. In the context of population services, particularly at the Population and Civil Registration Office of West Tanjung Jabung Regent, there aren't many studies that thoroughly look at the relationship between digitalization, professionalism, public service quality, and public satisfaction. By examining the impact of professionalism and digitalization on public satisfaction through the caliber of public services at the Population and Civil Registration Office of West Tanjung Jabung Regent, this study aims to close this gap.

**METHOD**

The West Tanjung Jabung Regent's Population and Civil Registration Office in Jambi Province served as the site of this study. Both principal and supplemental data were used in this investigation. Sugiyono states in Sudirman et al. (2020) that principal data is details that the investigator personally gathers from original sources, whereas supplemental data is details that is published, used by organizations, or documented. The study employed digitalization (X1) and professionalism (X2) as independent (exogenous) Variabilitys, public satisfaction (Z) as a dependent (endogenous) Variability, and public service quality (Y) as a mediating Variability.

The 73,266 persons who have used population management services at the West Tanjung Jabung Regent's Population and Civil Registration Office comprised the study's population. The investigator employed a purposive sampling technique, in which respondents were specifically chosen because they satisfied the requirements for having utilized public services, because the population was rather big and it was not feasible to contact them all. Using a 10% error rate using the Slovin algorithm (Sugiyono, 2023), the sample size was calculated to be 100 respondents.

The use of structural path evaluation using the Structural Equation Modeling-Based Partial Least Squares (SEM-PLS) method was the data analysis technique employed. SEM-PLS was selected because to its ability to test intricate models, explain latent Variability interactions, and continue to function well in comparatively small datasets (Hair et al., 2019).

**RESULTS AND DISCUSSION**

**Descriptive Studies Variabilitys**

Respondents' answers to each indication of the Variabilitys under studies were examined using descriptive analysis of the study's data. The as follows table displays the answers to polls given to 100 respondents at the Population and Civil Registration Office of West Tanjung Jabung Regent about the Variabilitys of digitalization (X1), professionalism (X2), quality of public services (Y), and public satisfaction (Z):

**Table 1. Results of Descriptive Analysis Per Variability**

No	Variabilitys	Item	Total Score	Scale Range	Category
1	Digitalization (X1)	12	4925	4080 – 5039	Good
2	Professionalism (X2)	10	4174	3400 – 4199	High
3	Quality of public services (Y)	12	4959	4080 – 5039	Good
4	Public satisfaction (Z)	12	4924	4080 – 5039	Satisfied

Source: Principal data, processed, 2025

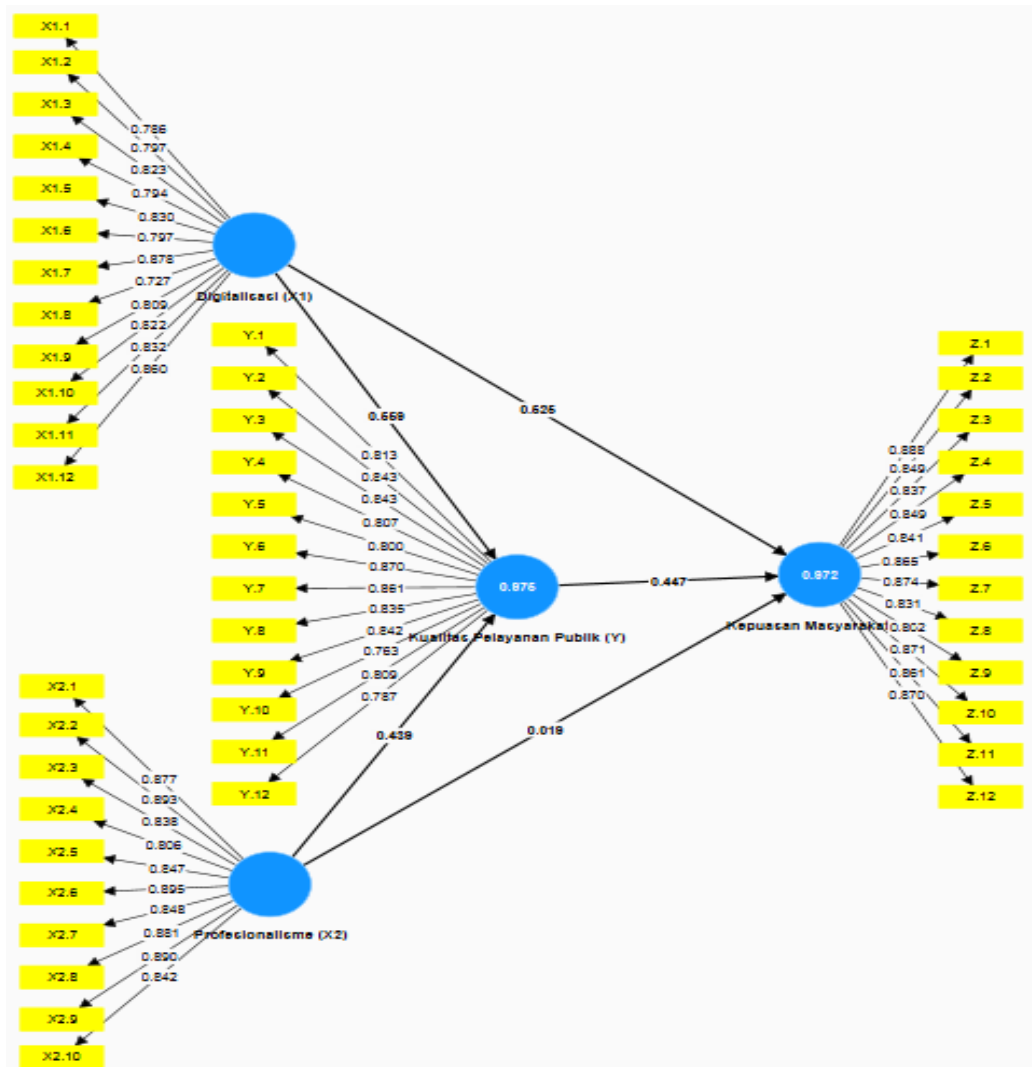
According to the study's findings, every member of the public has a favorable opinion of the Variabilitys of professionalism, digitization, public service quality, and public satisfaction. The overall score for each Variability was 4925 for digitalization (X1), 4174 for professionalism (X2), which was classified as high, and 4959 for public service quality (Y),

which was classified as good. With a score of 4924, the public satisfaction Variability (Z) was deemed satisfied.

**Measurement Model Test (Outer Model)  
Converging Acceptability Test**

**Loading Factor**

The as follows figure displays the outcomes of the preliminary studies model computations using SmartPLS 3.0 software:



**Figure 1. Outer Loading**

All of the criteria for each studies Variability—digitalization, professionalism, public service quality, and public satisfaction—have loading values above 0.7, showing a good ability to measure their respective constructs, according to the outer loading results shown in Figure 1. The optimal value of outer loading, a measure of Converging Acceptability, is more than 0.70. As a result, every indication used in this study is deemed legitimate and statsally significant for expressing the hidden Variabilitys under investigation.

**Average Variance Extracted (AVE)**

The average variance extracted (AVE) is an additional metric for proving Converging Acceptability at the construct level. According to the measurement model (outer model), if the

AVE value is higher than 0.50, Converging Acceptability is deemed to have been met. These are the AVE values:

**Table 2. Average Variance Extracted Values**

Variabilitys	AVE value	Description
Digitalization (X1)	0,662	Acceptable
Professionalism (X2)	0,743	Acceptable
Quality of public services (Y)	0,678	Acceptable
Public satisfaction (Z)	0,729	Acceptable

Source: Data Processing with SmartPLS 3.0 (2025)

All of the Variabilitys—digitalization, professionalism, public service quality, and public satisfaction—have AVE values higher than the suggested minimum threshold of 0.50, according to Table 2. AVE values greater than 0.5 show that each construct successfully explains the variation of its indicatives. Thus, it can be said that the four Variabilitys in this study passed the Converging stage of the Acceptability test

**Distinctive Acceptability Test**

To make sure that each notion of each latent Variability is different from the other Variabilitys, the Distinctive Acceptability test is carried out using cross-loading values. If an indicative's cross-loading value for its Variability is larger than 0.7 or the largest when compared to the other Variabilitys, it is deemed to meet Distinctive Acceptability. The as follows are the findings of the Distinctive Acceptability test:

**Table 3. Cross-Loading**

Item	Digitalization (X1)	Professionalism (X2)	Quality of Public Services (Y)	Public Satisfaction (Z)
X1.1	0,786	0,786	0,759	0,767
X1.2	0,797	0,785	0,822	0,809
X1.3	0,823	0,743	0,786	0,804
X1.4	0,794	0,778	0,793	0,782
X1.5	0,830	0,777	0,802	0,830
X1.6	0,797	0,760	0,778	0,788
X1.7	0,878	0,848	0,854	0,889
X1.8	0,727	0,703	0,719	0,678
X1.9	0,809	0,805	0,822	0,799
X1.10	0,822	0,779	0,808	0,803
X1.11	0,832	0,763	0,791	0,796
X1.12	0,860	0,797	0,816	0,819
X2.1	0,830	0,877	0,857	0,852
X2.2	0,858	0,893	0,876	0,856
X2.3	0,818	0,838	0,821	0,801
X2.4	0,750	0,806	0,770	0,760
X2.5	0,770	0,847	0,817	0,794
X2.6	0,868	0,895	0,865	0,841
X2.7	0,796	0,848	0,814	0,779
X2.8	0,860	0,881	0,874	0,869
X2.9	0,848	0,890	0,859	0,837
X2.10	0,833	0,842	0,835	0,850
Y.1	0,812	0,761	0,813	0,812

Item	Digitalization (X1)	Professionalism (X2)	Quality of Public Services (Y)	Public Satisfaction (Z)
Y.2	0,819	0,838	0,843	0,823
Y.3	0,823	0,808	0,843	0,819
Y.4	0,772	0,792	0,807	0,776
Y.5	0,806	0,776	0,800	0,800
Y.6	0,842	0,863	0,870	0,864
Y.7	0,838	0,878	0,861	0,827
Y.8	0,821	0,806	0,835	0,834
Y.9	0,826	0,800	0,842	0,821
Y.10	0,758	0,719	0,763	0,745
Y.11	0,810	0,773	0,809	0,817
Y.12	0,737	0,794	0,787	0,733
Z.1	0,848	0,821	0,841	0,888
Z.2	0,842	0,845	0,853	0,849
Z.3	0,844	0,819	0,827	0,837
Z.4	0,825	0,792	0,836	0,849
Z.5	0,853	0,856	0,851	0,841
Z.6	0,839	0,824	0,846	0,865
Z.7	0,872	0,847	0,855	0,874
Z.8	0,823	0,791	0,835	0,831
Z.9	0,786	0,753	0,792	0,802
Z.10	0,865	0,857	0,875	0,871
Z.11	0,823	0,782	0,799	0,861
Z.12	0,825	0,802	0,823	0,870

Source: Data Processing with SmartPLS 3.0 (2025)

It is evident from Table 3 that every indicative in the studies Variability has a cross loading value greater than 0.7. Based on the results obtained from this study, it can be concluded that the indicatives used in this study have good Distinctive Acceptableity, meaning that all indicatives with cross-loading values are significantly higher than those with cross-loading values on other Variabilitys.

### Uji Reputability

To ascertain how reliable a measurement device is, a composite reputability test is carried out. (Hair and others, 2019), If each Variability's loading value is more than 0.70, it is deemed reliable. The as follows table displays the Cronbach's Alpha and composite reputability values for each Variability:

**Tabel 4. Composite Reputability dan Cronbach Alpa**

Variabilitys	Composite Reputability	Description	Cronbach Alpa	Description
Digitalization (X1)	0,959	Dependability	0,953	Dependability
Professionalism (X2)	0,967	Dependability	0,962	Dependability
Quality of public services (Y)	0,962	Dependability	0,957	Dependability
Public satisfaction (Z)	0,970	Dependability	0,966	Dependability

Source: Data Processing with SmartPLS 3.0 (2025)

All Variabilitys are dependable, according to Table 4's composite reputability and Cronbach's alpha test results, since their composite reputability values are higher than 0.70.

This indicates that all of the Variabilitys—digitalization, professionalism, public service quality, and public satisfaction—are trustworthy and dependable, and the studies data may be utilized to generate the best possible studies.

**Structural Model Test (Inner Model)**

The direct effects value, sometimes referred to as the path coefficient, in SEM PLS analysis reveals the structural model value in this investigation. Subsequently, the hypothesis is tested and the significance and strength of the association are ascertained by measuring the path components between constructs.

**R-Square**

The model's capacity to explain the variance in the dependent Variabilitys is gauged by the coefficient of determination (R<sup>2</sup>). The combined ability of exogenous latent Variabilitys to predict an endogenous Variability construct is measured by the coefficient of determination, according to Hair et al. (2019). In other words, the coefficient shows how much of the variance in an endogenous construct can be accounted for by all related external constructs. This criterion is adjusted based on how many exogenous Variability constructions there are. The results of R-square estimate using SmartPLS 3.0 are displayed in Table 5:

**Table 5. R-Square Values**

Variabilitys	R-Square
Quality of public services (Y)	0,975
Public satisfaction (Z)	0,972

Source: Data Processing with SmartPLS 3.0 (2025)

The R-square values for public service quality and public satisfaction are 97.5% and 97.2%, respectively, in Table 5. These findings show a substantial correlation between public service quality, standard operating procedures, and infrastructure and amenities. In a similar vein, there is a substantial correlation between infrastructure and facilities, standard operating procedures, and public satisfaction.

**Q-Square**

According to Ghozali & Latan (2015), if the Q-square value is higher than 0 (> 0), the model is deemed to have predictive relevance. The as follows formula is used to get the predictive relevance value:

$$Q^2 = 1 - (1 - R^2_{12}) (1 - R^2_{22})$$

$$Q^2 = 1 - (1 - 0,9752) (1 - 0,9722)$$

$$Q^2 = 1 - (1 - 0,951) (1 - 0,944)$$

$$Q^2 = 1 - (0,049)(0,056)$$

$$Q^2 = 1 - 0,003$$

$$Q^2 = 0,997$$

The model in this study effectively describes the endogenous Variabilitys, as evidenced by the Q-square calculation result of 0.997, which is greater than 0.

**Structural Model**

The direct effects value, or path coefficient, in SEM-PLS analysis can be used to determine the structural model value in this investigation. The hypothesis was then tested and the significance and strength of the association were ascertained by measuring the path components between the constructs.

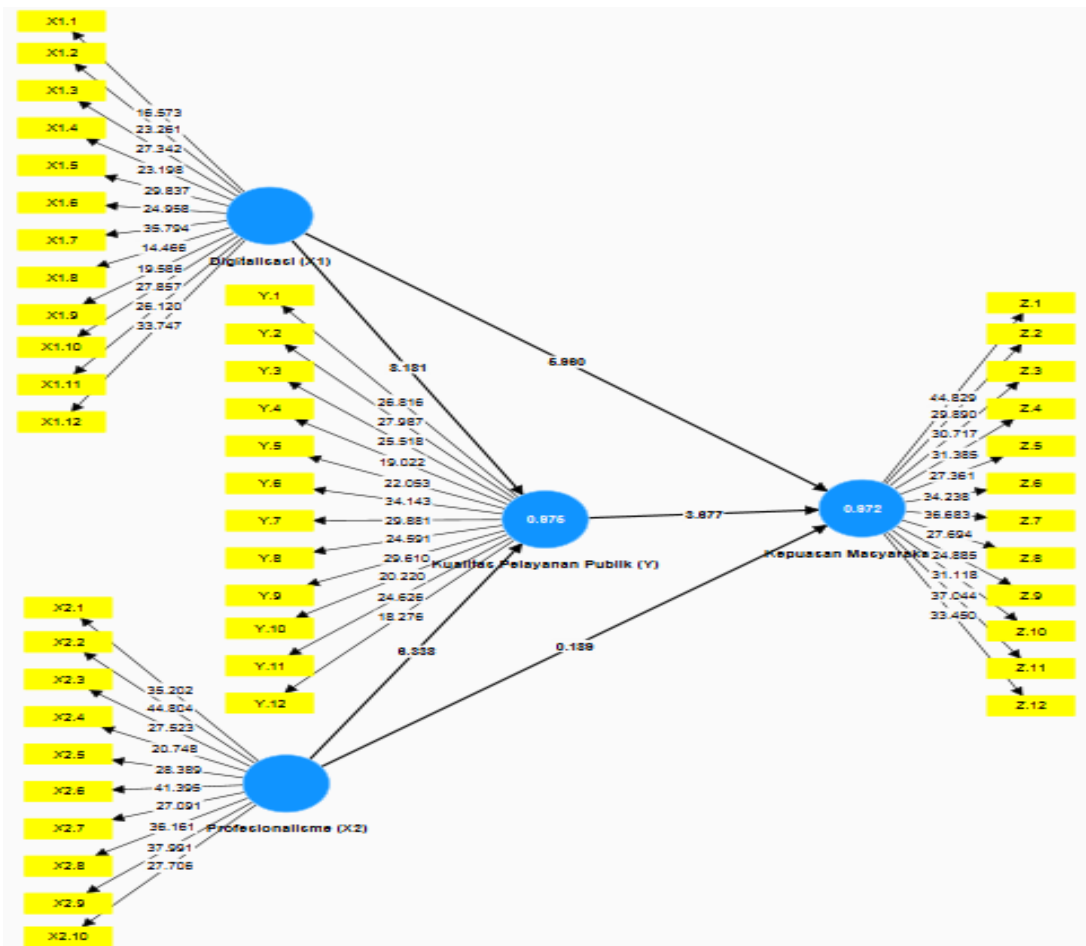


Figure 2. Bootstrapping

### Hypothesis Testing

A structural model (inner model) test can be used to confirm a presented hypothesis. The relationships between the studies model's constructs are investigated using inner model testing. The value determined in the output findings for inner weights serves as the foundation for hypothesis testing (Riyanto and Setyorini, 2024).

A significance level of  $\alpha = 0.05$  is used to compare the p-values of the path components in order to test hypotheses about how exogenous Variabilitys affect endogenous Variabilitys. If the t-table value of 1.96 or the p-value is less than or equal to 0.05 ( $p\text{-value} \leq 0.05$ ), the test is deemed highly significant. The hypothesis is rejected if the t-stats is more than the computed t-value, and it is accepted if the t-stats is less than the calculated t-value.

The bootstrapping results (path components) for both direct and indirect impacts can be seen as follows in order to address the hypothesis put forward in this study:

### Direct Effect

The direct effect is a test to determine the direct relationship between Variabilitys.

Table 6. Results for Inner Weights (Path Components)

Direct Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T ( O/STDEV)	Statss	P Values
Digitalization (X1) -> Quality of public services (Y)	0,559	0,563	0,068	8,181		0,000
Profesionalisme (X2) -> Quality of public services (Y)	0,439	0,435	0,069	6,338		0,000

Direct Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T ((O/STDEV))	Statss	P Values
Digitalization (X1)-> Kepuasan masyarakat (Z)	0,525	0,526	0,088	5,960		0,000
Profesionalisme (X2) -> Public satisfaction (Z)	0,019	0,029	0,101	0,189		0,850
Quality of public services (Y) -> Public satisfaction (Z)	0,447	0,436	0,122	3,677		0,000

Source: Data Processing with SmartPLS 3.0 (2025)

Based on Table 6 and Figure 2, the hypothesis testing can be explained as follows:

1. The Effect of Digitalization on Public Service Quality

With a t-stats of 8.181 > 1.96 and a P-value of 0.000, less than 0.05 (0.000 < 0.05), the findings of the hypothesis testing show that the digitalization Variability affects public service quality, supporting hypothesis H1. This finding suggests that the quality of public services is positively and significantly impacted by digitization. Thus, greater digitalization will raise the standard of public services.

2. The Effect of Professionalism on Public Service Quality

With a t-stats of 6.338 > 1.96 and a P-value of 0.000, less than 0.05 (0.000 < 0.05), the hypothesis testing findings show that the professionalism Variability affects public service quality, supporting hypothesis H1. These findings show that the quality of public services is positively and significantly impacted by professionalism. This implies that the quality of public services will be greatly impacted by enhancing standard operating procedures.

3. The Effect of Digitalization on Public Satisfaction

With a t-stats of 5.960 > 1.96 and a P-value of 0.000, less than 0.05 (0.000 < 0.05), the hypothesis test results show that digitization has a positive impact on public satisfaction, hence rejecting hypothesis H1. This finding suggests that public satisfaction is positively and significantly impacted by digitization. Thus, public satisfaction will be impacted by growing digitization.

4. The Effect of Professionalism on Public Satisfaction

With a t-stats of 0.189 < 1.96 and a P-value of 0.850, less than 0.05 (0.850 > 0.05), the hypothesis test results show that professionalism has a positive impact on public satisfaction, therefore rejecting hypothesis H1. This outcome suggests that public satisfaction is not much impacted by professionalism. This indicates that public satisfaction is not much affected by professionalism.

5. The Effect of Public Service Quality on Public Satisfaction

With a t-stats of 3.677 > 1.96 and a P-value of 0.000, less than 0.05 (0.000 < 0.05), the hypothesis test findings show that the public service quality Variability has an impact on public satisfaction, supporting hypothesis H1. These findings show that public satisfaction is positively and significantly impacted by the quality of public services. This implies that public contentment will rise as public service quality increases.

**Indirect Effect**

Mediating Variabilitys are tested through the indirect impact. Thus, the mediating factors are used to examine the indirect impact of exogenous Variabilitys on endogenous Variabilitys. The indirect effect computation results are shown in the as follows table:

Table 7. Results for Inner Weights (Specific Indirect Effect)

Indirect Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T ((O/STDEV))	Statss	P Values
-----------------	---------------------	-----------------	----------------------------	---------------	--------	----------

Digitalization (X1) -> Quality of public services (Y) -> Public satisfaction (Z)	0,250	0,246	0,078	3,193	0,001
Professionalisme (X2) -> Quality of public services (Y) -> Public satisfaction (Z)	0,197	0,189	0,058	3,365	0,001

Source: Data Processing with SmartPLS 3.0 (2025)

Based on Table 7, the test using mediating Variabilitys can be explained as follows:

**1.The Effect of Digitalization on Public Satisfaction Through Public Service Quality**

With a t-stats value of 3.193 > 1.96 and a P-value of 0.001, which is less than 0.05 (0.001 < 0.05), the hypothesis test results show that digitalization increases public satisfaction with public service quality as a mediating Variability, supporting hypothesis H1. These findings show that public satisfaction is positively and significantly impacted by digitization, with public service quality acting as a mediating factor.

**2.The Effect of Professionalism on Public Satisfaction Mediated by Public Service Quality**

With public service quality serving as the intervening Variability, the hypothesis test findings show that the professionalism Variability affects public satisfaction. The hypothesis H1 is accepted because the P-value is 0.001, less than 0.05 (0.001 < 0.05), and the t-statss value is 3.365 > 1.96. This finding suggests that public service quality acts as a mediating factor in the positive and significant relationship between professionalism and public satisfaction.

**Description of Studies Variabilitys**

It is evident from respondents' answers to every studies Variability that the West Tanjung Jabung Regent's Population and Civil Registration Office has generally been operating extremely well. The digitization Variability is classified as Good, meaning that service facilities are sufficient, operating at peak efficiency, and offering the general public comfort and convenience while obtaining services.

The professionalism Variability falls into the High category. These findings show that employees constantly practice service professionalism in addition to its official availability. The ability to perform tasks successfully and efficiently when offering services to the public is reflected in the application of good professionalism.

The Good category also includes the Public Service Quality Variability. In terms of facilities, speed, details clarity, and the attitudes and actions of officers serving the public, this result shows that the services have fulfilled popular expectations.

The category of satisfaction includes the Public Satisfaction Variability. This finding suggests that the people is typically happy with the services they have gotten. This degree of contentment, meanwhile, is still classified as satisfaction.

**The Effect of Digitalization on Public Service Quality**

The study's findings show that the quality of public services is positively and significantly impacted by digitization. This result supports the assertion made by Hendrasmo & Muftizar (2024) that digitalization has a major impact on the quality of public services.

As evidenced by the statements in the Digitalization and Public Service Quality Variabilitys, the Population and Civil Registration Office of West Tanjung Jabung Regent has seen an improvement in the ease, speed, and clarity of the service process as a result of the implementation of a digital-based service system. The general public believes that Disdukcapil services may be used on computers and cellphones and are readily available online via the internet. The quality of public services is directly impacted by this accessibility, especially when it comes to the simplicity and comfort of obtaining services without physically visiting the Tanjung Jabung Barat Regent Population and Civil Registration Office.

### **The Influence of Professionalism on the Quality of Public Services**

The study's findings show that the quality of public services is positively and significantly impacted by the professionalism Variability. This result is consistent with studies by Herlambang et al. (2022), which discovered that the quality of public services is not much impacted by professionalism.

Professionalism has an impact on the quality of public services since professional officers' attitudes, skills, and work habits directly affect the level of service that the general public receives. Officers of the Tanjung Jabung Barat Regent Population and Civil Registration Office are thought to have strong skills based on statements in the Professionalism Variability, comprehend the policies and practices pertaining to population administration services and are capable of providing high-quality services to a big number of clients. This enhances the quality of public services, especially when it comes to making sure that the service procedure follows set guidelines.

### **The Effect of Digitalization on Public Satisfaction**

The study's findings show that there is no meaningful and favorable correlation between digitalization and public satisfaction. This result is consistent with (Dwiyanto, 2015), which claims that details technology adoption in public services can boost organizational effectiveness and lower bureaucratic obstacles. According to studies by Riyadi et al. (2022), public satisfaction is significantly impacted by digitization.

The adoption of digital-based services that offer comfort, speed, and ease in the service process—all of which are directly felt by the public—is the cause of the influence of digitalization on public satisfaction. The public can process demographic paperwork without physically visiting the office thanks to this ease of access, which saves time and money and ultimately raises public satisfaction.

### **The Effect of Professionalism on Public Satisfaction**

The study's findings show that there is no meaningful correlation between professionalism and public happiness. This result is at odds with studies by Herlambang et al. (2022), which discovered that professionalism significantly and favorably affects public satisfaction.

The reason professionalism has no effect on public satisfaction is because the public does not consider officers' professionalism in providing services to be a major determinant of satisfaction. Although there is a high level of officer professionalism descriptively, the public is more likely to evaluate satisfaction based on the final result of the service obtained, such as completed paperwork, ease of procedures, and speed of service, than on the officer's internal competency or professional attitude.

### **The Influence of Public Service Quality on Public Satisfaction**

The study's findings show that there is a strong and positive correlation between public satisfaction and the quality of public services. According to studies by Romi et al., 2024, Melda et al., 2025, Juharni & Bahri, 2025, Dewi & Muhsin, 2019, and Lufitasari et al., 2023, public satisfaction is positively and significantly impacted by public service quality.

The public's evaluation and experience as service consumers are directly influenced by the quality of services they receive, which has an impact on public satisfaction. According to statements in the Public Service Quality Variability, the public believed that a favorable service environment was produced by clear details boards, tidy and cozy waiting areas, and the utilization of details technology that support services. The public's happiness with the services they received increased as a result of the ease and clarity of service access.

### **The Effect of Digitalization on Public Satisfaction Through Public Service Quality**

The study's findings suggest that public satisfaction is strongly impacted by the relationship between digitalization and public service quality. This result supports the claims made by Kettunen (2019) and Zahari et al. (2025) that digital government can enhance bureaucratic accountability while improving service quality. One innovation used by the government to improve service quality is the digitization of public services. Details technology makes it possible to provide services that are quicker, more effective, and more transparent. The public no longer has to wait in long lines for services because to digitalization.

Dwiyanto (2015) asserts that effective public services must prioritize the needs of the general public, which calls for innovation and raising the caliber of civil servant labor. Public service management must adjust to new innovations in response to growing public demands, especially given the increasingly pervasive digitalization of contemporary government.

### **The Influence of Professionalism on Public Satisfaction Through the Quality of Public Services**

The attitudes, skills, and work habits of professional officers can enhance the public's perception of the quality of public services, which in turn affects their degree of satisfaction. This is how professionalism affects public satisfaction through the quality of public services. In the end, this professionalism raises the caliber of public services by promoting uniform, organized, and effective service delivery.

Additionally, a key element in raising the caliber of public services is the professionalism of civil servants. Professional civil officials will prioritize service ethics, adhere to standard operating processes, and be able to offer answers to the public, according to Supriyanto (2017). Because professionalism is linked to the caliber of public services provided, it is an important Variability in this study.

Public satisfaction is influenced by professionalism and digitalization, although service quality acts as a mediating factor. According to Hardiansyah (2016), a bureaucracy that is receptive to the requirements of the public is reflected in high-quality public services. Therefore, the people will be happier if the quality of services is improved.

The main objective of public services is public satisfaction. Kotler & Armstrong (2016) define satisfaction as the emotion a person experiences when comparing the perceived performance of a product or service to their expectations. When it comes to public services, people's degree of contentment and confidence in government services can be used to gauge their level of satisfaction.

## **CONCLUSION**

According to the survey's findings, respondents' general opinions of the four factors at the Population and Civil Registration Office of West Tanjung Jabung Regent—digitalization, professionalism, public satisfaction, and quality of public services—show good synergy. The public's level of satisfaction is deemed satisfactory, the infrastructure and facilities offered are deemed good, and professionalism is implemented at a very high level, all of which contribute to the best possible service delivery.

The study's findings also support the notion that professionalism and digitalization have a favorable and substantial effect on public satisfaction and service quality. This implies that the quality of public services will rise as digitization advances. In the end, this enhancement will result in more efficient and formal services, which will raise public satisfaction. Additionally, the relationship between public service quality and public satisfaction implies that better public services will raise public contentment, which will raise public trust.

To look more thoroughly at additional elements that can affect public satisfaction, more studies is required. This is essential so that government organizations, especially the West Tanjung Jabung Regent's Population and Civil Registration Office, can comprehend the

different factors that enhance their ability to provide the public with high-quality services. Other factors that could have a big impact, such staff commitment and the usage of details technology, could be investigated in more detail. As a result, the findings will offer a more thorough assessment foundation for upcoming initiatives to raise the standard of public services.

## REFERENCE

- Denhardt, R. B. & Denhardt, J. V. (2015). *The New Public Service: Serving, Not Steering*. Routledge <https://doi.org/10.4324/9781315709765>.
- Dewi, A. S., & Muhsin. (2019). Pengaruh Kompetensi, Komitmen Kinerja, dan Kualitas Pelayanan Terhadap Kepuasan Masyarakat. *Economic Education Analysis Journal*, 3(5), 1249–1259
- Dwiyanto, A. (2015). *Manajemen Pelayanan Publik*. UGM Press.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Badan Penerbit, Universitas Diponegoro Semarang.
- Hair, Joseph F., Jeffrey J. Risher, Marko Sarstedt, Christian M. Ringle. (2019). When to use and how to report the results of PLS-SEM. *European Business Review* Vol. 31 No. 1, 2019 pp. 2-24. DOI 10.1108/EBR-11-2018-0203.
- Hardiansyah. (2016). *Kualitas Pelayanan Publik*. Jaya Media.
- Hendrasmo, I., & Muftizar, A. (2024). Upaya Meningkatkan Kualitas Layanan Publik Melalui Digitalisasi (Studi Kasus Di Dinas Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Kota Palembang). *AS-SIYASAH : Jurnal Ilmu Sosial Dan Ilmu Politik*, 9(1), 67. <https://doi.org/10.31602/as.v9i1.11371>
- Herlambang, T., Kesuma, I. D. G. A. W., & Susbiyani, A. (2022). Pengaruh profesionalisme pegawai dan standard operating procedure terhadap kepuasan masyarakat dengan kualitas pelayanan sebagai variabel intervening. *Jurnal Manajemen*, 14(1), 153–164. <https://doi.org/10.30872/jmmn.v14i1.10849>
- Janssen, M., Charalabidis, Y., & Zuiderwijk, A. (2012). Benefits, adoption barriers and myths of open data and open government. *Details Systems Management*, 29 (4), 258–268. <https://doi.org/10.1080/10580530.2012.716740>
- Juharni, A. U., & Bahri, S. (2025). Analisis Kualitas Pelayanan Publik Terhadap Kepuasan Masyarakat Di Kantor Kecamatan Segeri Kabupaten Pangkajene Dan Kepulauan Analysis of Public Service Quality towards Community Satisfaction at the Segeri District Office , Pangkajene and Islands Regent. 3(1), 6–11. <https://doi.org/10.35965/pja.v3i1.6225>
- Kettunen, P. (2019). *Digital Government and Service Innovation*. Springer International Publishing.
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing* 16e. Harlow: Pearson Education Limited.
- Lufitasari, S., Saepudin, A., & Kurniawati, K. (2023). Pengaruh Kompetensi Sumber Daya Manusia Dan Kualitas Pelayanan Publik Terhadap Kepuasan Masyarat Pada Dinas Badan Pengelola Pendapatan Daerah Kota Cimahi. *Equilibrium : Jurnal Ilmiah Ekonomi, Manajemen Dan Akuntansi*, 12(2), 151. <https://doi.org/10.35906/equili.v12i2.1519>
- Melda, Yudhanto Satya Adiputra, & Ardi Putra. (2025). Pengaruh Fasilitas dan Kualitas Pelayanan Pengguna Trans Batam terhadap Kepuasan Masyarakat Kota Batam. *Sosial Simbiosis : Jurnal Integrasi Ilmu Sosial Dan Politik*, 2(1), 204–219. <https://doi.org/10.62383/sosial.v2i1.1329>
- Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. McGraw Hill.
- Parasuraman, A., Leonard L. Berry, and Valarie A. Zeithaml (1991), "Refinement and Reassessment of the SERVQUAL Scale," *Journal of Retailing*, 67 (4), 420-50.

- Riyadi, A. S., Khan, Q. R., Rusdi, M., Manajemen, M., Ekonomi, F., Bisnis, D., & Corespondent, U. B. (2022). Pengaruh Kualitas Pelayanan (Offline) Dan Kualitas Digitalisasi Layanan (Online) Terhadap Kepuasan Peserta Pada Pt Taspen (Persero). *Student Journal of Business and Management*, 87–97.
- Riyanto Slamet dan Winarti Setyorini.(2023). Metode Penelitian Kuantitatif dengan Pendekatan SmartPLS 4.0. Deepublish.
- Romi, H., Akos, M., & Risal, S. (2024). Pengaruh Fasilitas Kerja Terhadap Kepuasan Masyarakat Yang Dimediasi Dengan Kualitas Pelayanan Pada Kantor Kecamatan Kapuas Barat. *Administraus*, 8(1), 51–66.  
<https://doi.org/10.56662/administraus.v8i1.214>
- Sinambela, Lijan Poltak Sogot Rochadi, Rusman Ghazali, Akhman Muksin, Didit Setiabudi, Djohan Bima, Syaifudin. (2014). *Reformasi Pelayanan Publik : Teori, Kebijakan, dan Implementasi*. Jakarta : Bumi Aksara
- Supriyanto. (2017). *Profesionalisme Aparatur Sipil Negara*. Rajawali Pers.
- Zahari, M., Hamdiyah, Endang Fatmawati dan Diauddin. (2025). *Manajemen dan Etika Pelayanan Publik*. Penerbit Perkumpulan Rumah Cemerlang Indonesia .