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The Effect of Physical Work Effectiveness and Facilities on Fish Cultivation Satisfaction Through Public Service Quality at The Fisheries Service of West Tanjung Jabung Regency

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Abstract: This study aims to analyze the influence of work effectiveness and physical work facilities on fish farmer satisfaction through the quality of public services at the Fisheries Service of West Tanjung Jabung Regency. The study used a quantitative approach with an explanatory method. The population in this study was 96 fish farmers receiving services at the Fisheries Service of West Tanjung Jabung Regency, and the entire population was sampled (census method). Data collection was conducted through the distribution of questionnaires compiled based on the indicators of each research variable and measured using a Likert scale. Data analysis was conducted using the Partial Least Squares (PLS) method using a structural model to test the direct and indirect effects between variables. The results showed that work effectiveness and physical work facilities had a positive and significant effect on the quality of public services. Furthermore, the quality of public services had a positive and significant effect on fish farmer satisfaction. Furthermore, work effectiveness and physical work facilities also had an indirect effect on fish farmer satisfaction through the quality of public services as an intervening variable. This study confirms that increasing the work effectiveness of civil servants and providing adequate physical work facilities are important factors in improving the quality of public services and fish farmer satisfaction.

Keyword: Work Effectiveness, Physical Work Facilities, Public Service Quality, Fish Farmer Satisfaction.

INTRODUCTION

Public services are a manifestation of the state's role in meeting the basic needs of the community and ensuring the fulfillment of citizens' rights. The quality of public services is one of the main indicators of the success of good governance. Dwiyanto (2018) emphasized that quality public services are determined not only by sound policies but also by the capacity of human resources and the support of adequate service facilities. In this context, government agencies are required to provide services that are effective, efficient, transparent, and oriented towards public satisfaction. Furthermore, according to Zahari et al. (2025), public service

management plays a strategic role in building public trust in the government. When service management is implemented well, the public will experience tangible benefits in the form of convenience, speed, and certainty of service. Conversely, if service management is poor, it often becomes complicated and lacks transparency, ultimately eroding the government's legitimacy in the eyes of the public.

In line with increasing public demand for professional, prompt, and accountable public services, the central and regional governments continue to push for bureaucratic reform. Public service is one of the government's primary functions, aimed at meeting the needs and interests of the community fairly, effectively, and sustainably. One of the primary goals of bureaucratic reform is to improve the quality of public services, which directly impacts public satisfaction. Law Number 25 of 2009 concerning Public Services stipulates that public service providers are required to provide quality services, supported by competent personnel and adequate facilities and infrastructure.

Public service is one of the government's primary functions, aimed at meeting the needs and interests of the community fairly, effectively, and sustainably. Law Number 25 of 2009 concerning Public Services stipulates that public service providers are required to provide quality services in accordance with the principles of public interest, legal certainty, equal rights, and professionalism. In the context of the fisheries sector, quality public services are essential for fish farmers to support increased production, business efficiency, and the welfare of coastal communities.

The West Tanjung Jabung Regency Fisheries Service plays a strategic role in providing technical and administrative services, as well as coaching, to fish farmers. The success of these services is largely determined by the effectiveness of staff and the availability of physical work facilities that support the service process. Work effectiveness reflects the extent to which staff are able to carry out their duties and responsibilities in a timely manner, on target, and in accordance with organizational goals. Siagian (2014) states that work effectiveness indicates the level of organizational success in achieving established goals through optimal resource utilization. Staff who work effectively will be able to provide fast, accurate, and responsive services to the public.

In addition to work effectiveness, physical work facilities are a crucial factor in supporting the quality of public services. Sedarmayanti (2017) explains that physical work facilities include facilities and infrastructure used directly to support work activities, such as buildings, service areas, work equipment, and the work environment. The availability of adequate work facilities will create a comfortable work environment for staff and provide convenience and a sense of security for the public as service users. Research conducted by Prasetyo (2021) shows that physical work facilities significantly influence the quality of public services because they improve employee performance and user satisfaction.

Public service quality is a crucial variable connecting work effectiveness and physical work facilities with fish farmer satisfaction. Parasuraman, in Zahari et al. (2025), suggests that service quality can be measured through five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Quality public services will generate positive public perceptions and increase their satisfaction levels. This aligns with Kotler and Keller's (2016) findings that satisfaction arises when service performance meets or exceeds user expectations.

Previous research also supports the relationship between these variables. Research by Sari and Nugroho (2019) found that employee work effectiveness positively impacts public service quality. Furthermore, research by Hidayat (2022) concluded that public service quality significantly impacts public satisfaction. Another study by Wibowo (2020) showed that physical work facilities indirectly impact public satisfaction by improving the quality of public services.

Based on the theoretical description and previous research findings, it can be concluded that work effectiveness and physical work facilities are important factors in improving the

quality of public services, which ultimately impacts fish farmer satisfaction. Therefore, this study is crucial to empirically examine the influence of work effectiveness and physical work facilities on fish farmer satisfaction through the quality of public services at the Fisheries Service of West Tanjung Jabung Regency.

METHOD

This study used a quantitative approach with an explanatory research method, namely research that aims to explain causal relationships between variables through hypothesis testing. According to Sugiyono (2019), explanatory quantitative research is used to test theories and explain the influence between variables based on empirical data obtained in the field.

The research location was the Fisheries Service of West Tanjung Jabung Regency. The population in this study was all 96 fish farmers receiving services at the Fisheries Service of West Tanjung Jabung Regency. The sampling technique used was a census technique, where all members of the population were sampled. Arikunto (2016) stated that if the population is relatively small, the entire population can be used as a sample so that the research results are more accurate and representative.

The types of data used in this study were primary and secondary data. Primary data were obtained through questionnaires distributed to respondents, while secondary data were obtained through documentation and official reports from relevant agencies. The research instrument was structured based on indicators for each variable and measured using a five-level Likert scale. According to Sekaran and Bougie (2017), the Likert scale is the most commonly used measurement scale in social research to measure respondents' attitudes, perceptions, and opinions.

The data analysis technique used the Partial Least Squares (PLS) method with a Structural Equation Modeling (SEM) approach. PLS-SEM was used because it is capable of analyzing complex relationships between latent variables with a relatively small sample size and does not require the assumption of normal distribution of data. Hair et al. (2019) explain that PLS-SEM is highly suitable for theory development research and predictive model testing.

PLS analysis is conducted in two stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). Evaluation of the outer model is conducted to test the validity and reliability of the instrument through convergent validity, discriminant validity, and composite reliability tests. Meanwhile, an inner model evaluation was conducted to determine the strength of the relationship between variables using the path coefficient, R-square value, and significance testing using the t-statistic and p-value. According to Ghozali and Latan (2015), these steps are crucial to ensure that the research model has a good level of reliability and accuracy.

RESULTS AND DISCUSSION

Descriptive Analysis of Research Variables

Descriptive analysis of the research data was used to analyze respondents' responses to each indicator variable studied. The results of questionnaires distributed to 100 respondents regarding the variables Effectiveness (X1), Work Facilities (X2), Quality of Public Services (Y), and Fish Farmer Satisfaction (Z) at the Fisheries Service of West Tanjung Jabung Regency are shown in the following table:

Table 1. Results of Descriptive Analysis Per Variable

No	Variables	Item	Total Score	Scale Range	Category
1	Effectiveness (X1)	12	4504	3916,8 – 4838,3	Effective
2	Work Facilities (X2)	12	4511	3916,8 – 4838,3	Good
3	Quality of Public Services (Y)	12	4495	3916,8 – 4838,3	Good
4	Fish Farmer Satisfaction (Z)	12	4470	3916,8 – 4838,3	Satisfied

Source: Primary data, processed, 2025

The results of this study indicate that each member of the public has a positive perception of the variables of digitalization, professionalism, public service quality, and public satisfaction. The total score for each variable is 4504, categorized as Effective; Work Facilities (X2) is 4511, categorized as Good; and Public Service Quality (Y) is 4495, categorized as Good. The fish farmer satisfaction variable (Z) is 4470, categorized as Satisfaction.

Measurement Model Analysis (Outer Model)

There are three criteria for assessing the outer model: Convergent Validity, Discriminant Validity, and Composite Reliability. Convergent Validity of the measurement model with reflective indicators is assessed based on the correlation between the estimated item scores/component scores. An individual's reflective measure is considered high if it correlates more than 0.70 with the construct being measured.

Convergent Validity Testing

Loading Factors

The results of the initial research model calculations using SmartPLS 3.0 software are shown in the following figure:

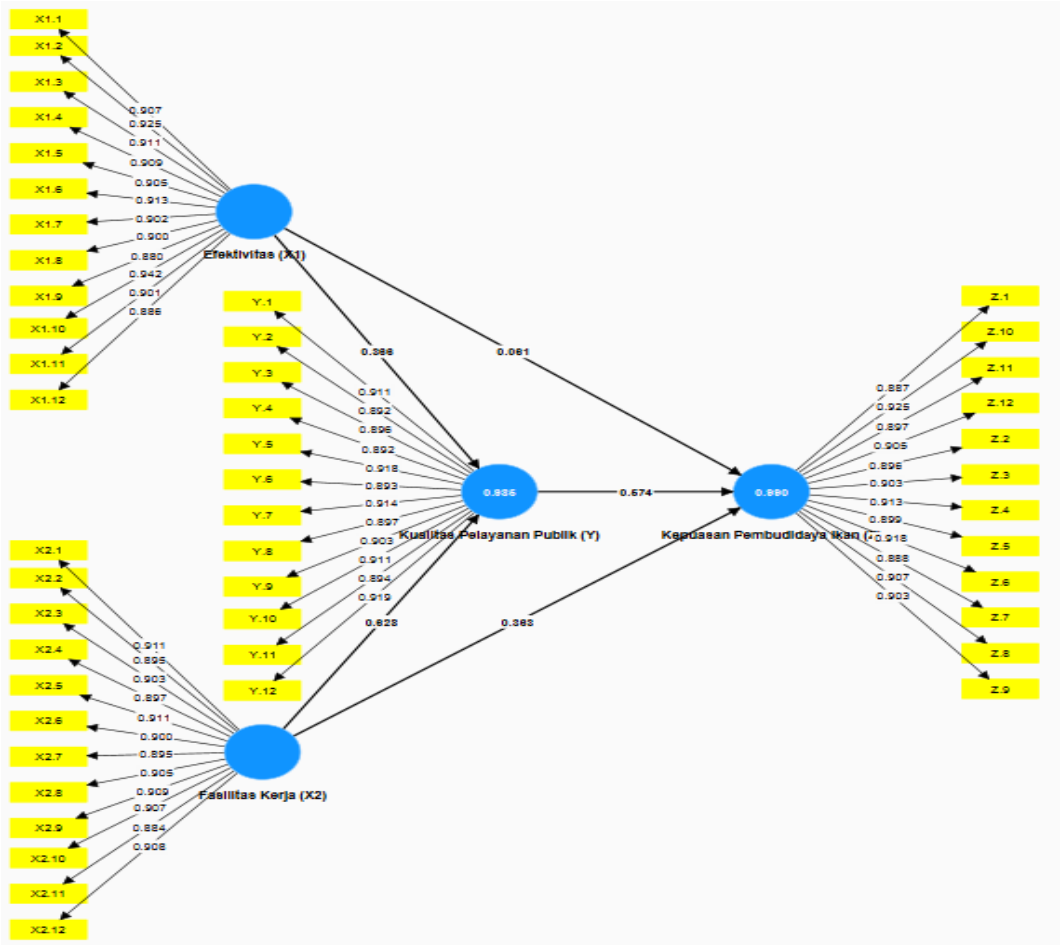

Figure 1. Outer Loading

Figure 1 shows that all indicators for each variable have outer loading values above 0.7, indicating a strong ability to measure their respective constructs. Outer loading is an indicator of convergent validity, and the ideal value is above 0.70. Therefore, all indicators in this study are declared valid and statistically significant in representing the latent variables studied.

Average Variance Extracted (AVE)

Another measure for establishing convergent validity at the construct level is the average variance extracted (AVE). The measurement model (outer model) stipulates that the AVE is considered to have met convergent validity if the AVE value is greater than 0.50. The AVE values are as follows:

Table 2. Average Variance Extracted Values

Variables	AVE value	Description
Effectiveness (X1)	0,823	Valid
Work Facilities (X2)	0,814	Valid
Quality of Public Services (Y)	0,816	Valid
Fish Farmer Satisfaction (Z)	0,816	Valid

Source: Data processed with SmartPLS 3.0 (2025)

Based on Table 2, it is known that all variables—digitalization, professionalism, public service quality, and public satisfaction—have AVE values above the recommended minimum threshold of 0.50. AVE values above 0.5 indicate that the variance of the indicators of each construct is successfully explained by the construct. Therefore, it can be concluded that the four variables in this study have met the validity test at the convergent stage.

Discriminant Validity Test

The discriminant validity test uses cross-loading values and is conducted to ensure that each concept of each latent variable is distinct from the other variables. An indicator is considered to meet discriminant validity if the indicator's cross-loading value for its variable is the largest compared to the other variables, or if its cross-loading value is greater than 0.7. The results of the discriminant validity test are as follows:

Table 3. Cross-Loading

Item	Effectiveness (X1)	Work Facilities (X2)	Quality of Public Services (Y)	Fish Farmer Satisfaction (Z)
X1.1	0,907	0,892	0,900	0,889
X1.2	0,925	0,913	0,912	0,910
X1.3	0,911	0,903	0,899	0,896
X1.4	0,909	0,896	0,896	0,893
X1.5	0,905	0,896	0,900	0,905
X1.6	0,913	0,903	0,898	0,892
X1.7	0,902	0,900	0,898	0,902
X1.8	0,900	0,892	0,891	0,882
X1.9	0,880	0,887	0,874	0,881
X1.10	0,942	0,927	0,925	0,924
X1.11	0,901	0,901	0,896	0,899
X1.12	0,886	0,874	0,873	0,876
X2.1	0,889	0,911	0,900	0,884
X2.2	0,887	0,895	0,877	0,897
X2.3	0,899	0,903	0,901	0,894
X2.4	0,897	0,897	0,896	0,895
X2.5	0,901	0,911	0,899	0,905
X2.6	0,902	0,900	0,908	0,894
X2.7	0,879	0,895	0,878	0,890

Item	Effectiveness (X1)	Work Facilities (X2)	Quality of Public Services (Y)	Fish Farmer Satisfaction (Z)
X2.8	0,900	0,905	0,901	0,903
X2.9	0,907	0,909	0,910	0,905
X2.10	0,909	0,907	0,895	0,898
X2.11	0,870	0,884	0,876	0,881
X2.12	0,888	0,908	0,890	0,892
Y.1	0,899	0,892	0,911	0,905
Y.2	0,887	0,897	0,892	0,889
Y.3	0,870	0,873	0,896	0,881
Y.4	0,896	0,890	0,892	0,887
Y.5	0,908	0,914	0,918	0,925
Y.6	0,879	0,876	0,893	0,883
Y.7	0,910	0,915	0,914	0,913
Y.8	0,884	0,900	0,897	0,897
Y.9	0,895	0,891	0,903	0,892
Y.10	0,900	0,903	0,911	0,909
Y.11	0,875	0,877	0,894	0,883
Y.12	0,917	0,915	0,919	0,908
Z.1	0,861	0,870	0,875	0,887
Z.2	0,886	0,891	0,897	0,896
Z.3	0,890	0,893	0,901	0,903
Z.4	0,904	0,907	0,915	0,913
Z.5	0,888	0,887	0,892	0,899
Z.6	0,918	0,922	0,914	0,918
Z.7	0,881	0,888	0,891	0,888
Z.8	0,887	0,894	0,888	0,907
Z.9	0,893	0,895	0,901	0,903
Z.10	0,908	0,914	0,918	0,925
Z.11	0,887	0,895	0,877	0,897
Z.12	0,905	0,896	0,900	0,905

Source: Data processed with SmartPLS 3.0 (2025)

Table 3 shows that all indicators in the research variables have cross-loading values greater than 0.7. Based on these results, it can be concluded that the indicators used in this study have good discriminant validity in compiling the variables, as all indicators have cross-loading values greater than 0.7.

Reliability Test

To determine whether each variable is reliable, the composite reliability and Cronbach's Alpha values can be determined. The composite reliability test is conducted to determine the extent to which a measuring instrument can be trusted for use. (Hair et al., 2019) All variables are considered reliable if their loading values are above 0.70. The composite reliability and Cronbach's Alpha values for each variable are shown in the following table:

Table 4. Composite Reliability and Cronbach's Alpha

Variables	*Composite Reliability*	*Cronbach Alpa*	Description

Effectiveness (X1)	0,982	0,980	Reliabel
Work Facilities (X2)	0,981	0,979	Reliabel
Quality of Public Services (Y)	0,982	0,980	Reliabel
Fish Farmer Satisfaction (Z)	0,982	0,979	Reliabel

Source: Data processed with SmartPLS 3.0 (2025)

Based on Table 4, the results of the composite reliability and Cronbach's alpha tests indicate that all variables can be considered reliable because they have composite reliability values greater than 0.70. This means that all studied variables can be considered reliable and trustworthy, and the research data can be used to produce optimal research.

Structural Model Test (Inner Model)

In SEM PLS analysis, the structural model value in this study can be seen from the direct effects value, also known as the path coefficient. Next, path coefficients between constructs are measured to determine the significance and strength of the relationship and also to test the hypothesis.

R Square

The coefficient of determination (R^2) is used to measure the model's ability to explain the variance in the dependent variables. Hair et al. (2019) stated that the coefficient of determination is a measure of the combined ability of exogenous latent variables to predict an endogenous variable construct. That is, the coefficient represents the amount of variance in an endogenous construct explained by all related exogenous constructs. This criterion is modified according to the number of exogenous variables constructed. Table 5 shows the results of R-square estimation using SmartPLS 3.0:.

Table 5. R-Square Values

Variables	R-Square
Quality of Public Services (Y)	0,985
Fish Farmer Satisfaction (Z)	0,990

Source: Data processed with SmartPLS 3.0 (2025)

Table 5 shows that the R-square value for public service quality is 98.5 percent, indicating a strong relationship between effectiveness and work facilities and public service quality. Furthermore, fish farmer satisfaction is 99 percent, indicating a strong relationship between effectiveness and work facilities and fish farmer satisfaction.

Q-Square

Ghozali & Latan (2015) stated that a model is considered to have predictive relevance if the Q-square value is greater than 0 (> 0). The predictive-relevance value is obtained using the following formula:

$Q2=1 – (1- R12) (1- R22)$

$Q2= 1 - (1- 0,9852) (1 – 0,9902)$

$Q2= 1 – (1- 0,9702) (1- 0,9806)$

$Q2= 1 – (0,0298)(0,0194)$

$Q2= 1 – 0,0006$

$Q2= 0,9994$

The Q-square calculation result in this study was 0.9994, indicating that the model in this study adequately explains the endogenous variables, as the value of 0.9994 is greater than 0.

Structural Model Testing

In SEM PLS analysis, the structural value of the model in this study can be seen from the direct effects value, also known as the path coefficient. Next, path coefficients between constructs were measured to determine the significance and strength of the relationship and to test the hypothesis.

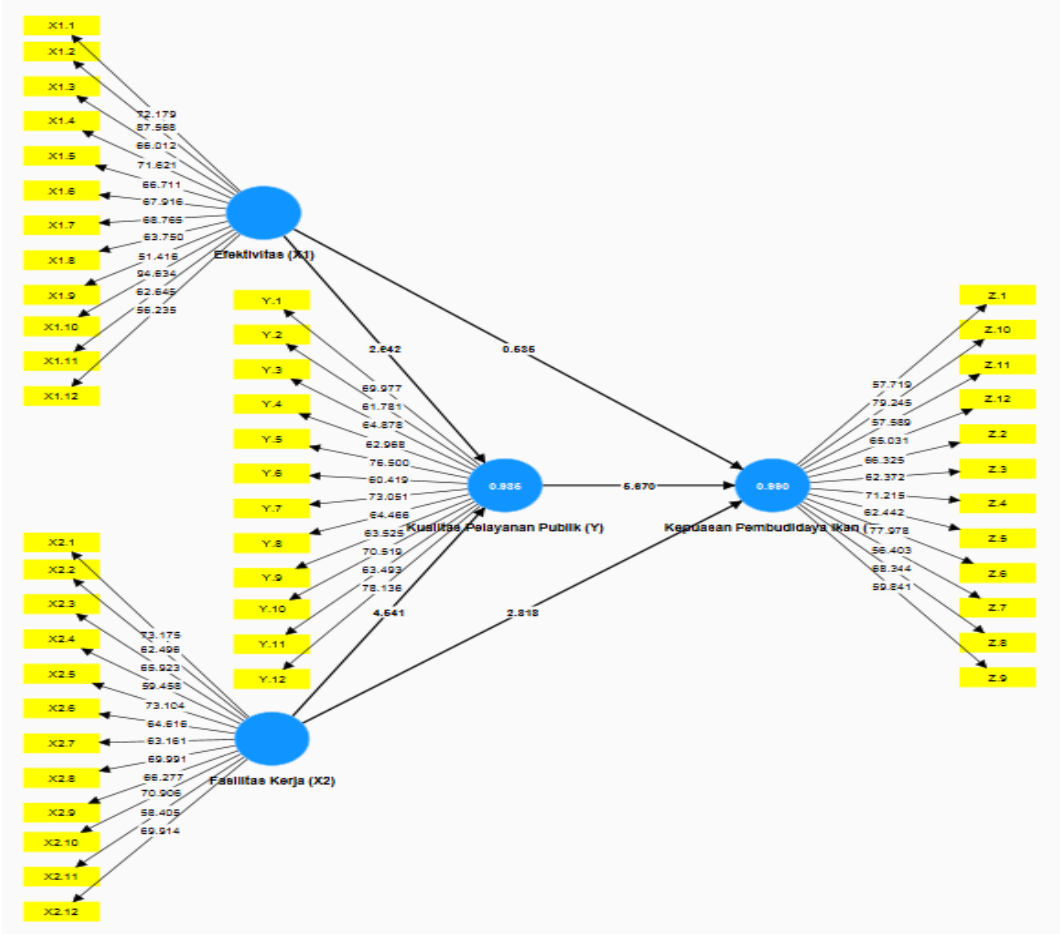

Figure 2. Bootstraping

Hypothesis Testing

To prove the validity of a proposed hypothesis, a structural model (inner model) test can be performed. Inner model testing is conducted to examine the relationships between constructs in the research model. The basis for hypothesis testing is the value found in the output results for inner weights (Riyanto and Setyorini, 2024).

Hypothesis testing of the influence of exogenous variables on endogenous variables is performed by comparing the p-values of the path coefficients with a significance level of $\alpha = 0.05$. The test is considered highly significant if the p-value is less than or equal to 0.05 (p-value ≤ 0.05) or using the t-table value of 1.96. The criteria for rejecting and accepting the hypothesis are: if the t-statistic > the calculated t-value, the hypothesis is rejected, and if the t-statistic < the calculated t-value, the hypothesis is accepted.

To answer the hypothesis proposed in this study, the results of bootstrapping (path coefficients) for both direct and indirect effects can be seen as follows:

Direct Effect

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

Table 6. Results for Inner Weights (Path Coefficients)

Direct Effect	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Effectiveness (X1) -> Quality of Public Services (Y)	0,366	0,382	0,139	2,642	0,008
Work Facilities (X2) -> Quality of Public Services (Y)	0,628	0,613	0,138	4,541	0,000
Effectiveness (X1) -> Fish Farmer Satisfaction (Z)	0,061	0,081	0,114	0,535	0,593
Work Facilities (X2) -> Fish Farmer Satisfaction (Z)	0,363	0,353	0,129	2,818	0,005
Quality of Public Services (Y) -> Fish Farmer Satisfaction (Z)	0,574	0,563	0,101	5,670	0,000

Source: Data processed with SmartPLS 3.0 (2025)

The results of the direct effect test can be seen in Table 6 and are explained as follows:

1.The Effect of Effectiveness on Public Service Quality

The results of the hypothesis test indicate that the relationship between the effectiveness variable and public service quality demonstrates a t-statistic of 2.642 > 1.96, with a P-value of 0.008, less than 0.05 (0.008 < 0.05), thus accepting hypothesis H1. These results indicate that effectiveness has a positive and significant effect on public service quality. This means that increasing effectiveness will improve public service quality.

2. The Effect of Work Facilities on Public Service Quality

The results of the hypothesis test indicate that the relationship between the work facilities variable and public service quality demonstrates a t-statistic of 4.541 > 1.96, with a P-value of 0.000, less than 0.05 (0.000 < 0.05), thus accepting hypothesis H1. These results indicate that work facilities have a positive and significant effect on the quality of public services. This means that improving work facilities will significantly impact the quality of public services.

3. The Effect of Effectiveness on Fish Farmer Satisfaction

The results of the hypothesis test indicate that the relationship between effectiveness and fish farmer satisfaction is t-statistical at 0.535 < 1.96, and the P-value is 0.593, which is greater than 0.05 (0.593 > 0.05), thus rejecting hypothesis H1. These results indicate that effectiveness does not significantly influence fish farmer satisfaction. This means that increasing effectiveness will not affect fish farmer satisfaction.

4. The Effect of Work Facilities on Fish Farmer Satisfaction

The results of the hypothesis test indicate that the relationship between work facilities and fish farmer satisfaction is t-statistical at 2.818 > 1.96, and the P-value is 0.005, which is less than 0.05 (0.005 < 0.05), thus accepting hypothesis H1. These results indicate that work facilities have a positive and significant effect on fish farmer satisfaction. This means that work facilities impact fish farmer satisfaction.

5. The Effect of Public Service Quality on Fish Farmer Satisfaction

The results of the hypothesis test indicate that the relationship between public service quality and fish farmer satisfaction is positive. The t-statistic value is 5.670 > 1.96, and the p-value is 0.000, which is less than 0.05 (0.000 < 0.05), thus accepting hypothesis H1. These results indicate that public service quality has a positive and significant effect on fish farmer satisfaction. This means that increasing public service quality will increase fish farmer satisfaction.

Indirect Effect

To determine the results of the indirect effect, see the following table:

Table 7. Indirect Effect

Indirect Effect)	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Effectiveness (X1) -> Quality of Public Services (Y) -> Fish Farmer Satisfaction (Z)	0,210	0,209	0,071	2,965	0,003
Work Facilities (X2) -> Quality of Public Services (Y) -> Fish Farmer Satisfaction (Z)	0,361	0,351	0,118	3,048	0,002

Source: Data processed with SmartPLS 3.0 (2025)

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

1.The effect of effectiveness on fish farmer satisfaction is mediated by the quality of public services.

The results of the hypothesis test indicate that the relationship between effectiveness and fish farmer satisfaction, with public service quality as the mediating variable, shows a t-statistic value of 2.965 > 1.96, and a P-value of 0.003, which is less than 0.05 (0.003 < 0.05), thus accepting hypothesis H1. Based on these results, it can be concluded that effectiveness has a positive and significant effect on fish farmer satisfaction, mediated by the quality of public services.

2.The effect of work facilities on fish farmer satisfaction is mediated by the quality of public services.

The results of the hypothesis testing indicate that the relationship between work facilities and fish farmer satisfaction, with public service quality as the intervening variable, shows a t-statistic value of 3.048 > 1.96, and a P-value of 0.002, which is less than 0.05 (0.002 < 0.05), thus accepting hypothesis H1. These results indicate that work facilities have a positive and significant effect on fish farmer satisfaction, mediated by public service quality.

The Effect of Service Effectiveness on Public Service Quality

The results indicate that service effectiveness has a positive and significant effect on public service quality at the Fisheries Service of West Tanjung Jabung Regency. This finding indicates that the more effective the service process, the better the service quality perceived by fish farmers. Service effectiveness is reflected in the timeliness of service, clarity of procedures, accuracy of service targets, and the ability of staff to address community needs quickly and accurately.

Theoretically, this finding aligns with Siagian (2017), who stated that effectiveness is the degree of success of an organization in achieving its stated goals. In the context of public services, effectiveness is a crucial indicator in assessing service quality because effective service minimizes public complaints and increases public trust in government agencies. Furthermore, Sedarmayanti (2017) emphasized that the effectiveness of civil servants plays a significant role in determining the quality of services received by the public.

The results of this study also support the findings of previous research conducted by Hidayat and Lestari (2022), which stated that service effectiveness significantly influences public service quality. Research by Sari and Nugroho (2019) also found that effective service can improve perceptions of service quality because the public feels their needs are optimally met. Therefore, service effectiveness at the Fisheries Service of West Tanjung Jabung Regency is a crucial factor in improving the quality of public services for fish farmers.

The Influence of Physical Work Facilities on Public Service Quality

The results of this study indicate that physical work facilities have a positive and significant impact on public service quality. Physical work facilities, such as service buildings, waiting rooms, work equipment, technological facilities, and a clean and comfortable work environment, have been shown to support the delivery of quality public services. The

availability of adequate facilities makes the service process run more smoothly and increases comfort for both officials and fish farmers as service users.

These findings align with Moenir's (2016) theory, which states that service facilities and infrastructure are a key element in public service delivery. Good physical work facilities will help staff work optimally and minimize technical obstacles in the service process. Furthermore, Sedarmayanti (2017) explains that an adequate physical work environment can improve staff performance and directly impact the quality of services provided.

This research aligns with previous research conducted by Putra et al. (2021), which found that work facilities significantly influence the quality of public services. Rahmawati's (2020) research also concluded that complete service facilities provide a sense of comfort and satisfaction for the public, thereby improving service quality assessments. Therefore, improving physical work facilities at the Fisheries Service of West Tanjung Jabung Regency is an important strategy for improving the quality of public services for fish farmers.

The Effect of Public Service Quality on Fish Farmer Satisfaction

The results of this study indicate that public service quality has a positive and significant effect on fish farmer satisfaction. This means that the better the quality of service provided by the West Tanjung Jabung Regency Fisheries Service, the higher the level of satisfaction experienced by fish farmers. The service quality in question encompasses the dimensions of reliability, responsiveness, assurance, empathy, and tangible service evidence.

Theoretically, this finding supports the concept of public satisfaction proposed by Kotler and Keller (2016), who stated that satisfaction arises when service performance meets or exceeds user expectations. In public services, service quality is a key factor in creating public satisfaction. Zahari et al. (2025) also emphasized that good service quality will increase user satisfaction, trust, and loyalty.

The results of this study align with those of Yuliani and Pratama (2022), who found that public service quality significantly influences public satisfaction. Wahyuni's (2021) research also shows that improving service quality directly impacts user satisfaction in the public sector. Therefore, the quality of public service at the West Tanjung Jabung Regency Fisheries Service plays a strategic role in increasing fish farmer satisfaction.

The Effect of Effectiveness and Physical Work Facilities Through Public Service Quality on Fish Farmer Satisfaction

The mediating role of public service quality is crucial in facilitating the relationship between service effectiveness and physical work facilities to create user satisfaction. The results of this study indicate that public service quality mediates the effect of service effectiveness and physical work facilities on fish farmer satisfaction. This means that service effectiveness and physical work facilities not only directly influence satisfaction but also indirectly through improving public service quality. In other words, public service quality acts as an intermediary variable, strengthening the relationship between the independent variables and fish farmer satisfaction.

This finding aligns with the public service system theory proposed by Dwiyanto (2016), which states that public satisfaction is the output of a quality service process, supported by the effectiveness of apparatus performance and the availability of service facilities. Previous research by Nugraha and Suryani (2023) also found that service quality acts as a mediating variable in the relationship between internal organizational factors and public satisfaction.

Thus, increasing the effectiveness of services and providing adequate physical work facilities must be followed by efforts to improve the quality of public services as a whole so that the satisfaction of fish farmers at the Fisheries Service of West Tanjung Jabung Regency can be achieved optimally.

CONCLUSION

1.Overall, improving service effectiveness and providing adequate physical work facilities should be a priority for the West Tanjung Jabung Regency Fisheries Service to improve the quality of public services and optimally satisfy fish farmers. 2.Service effectiveness has a positive and significant impact on public service quality. This indicates that timely service delivery, clear procedures, and the ability of staff to provide targeted services can improve the quality of public services perceived by fish farmers.

3.Physical work facilities have a positive and significant impact on public service quality. The availability of adequate physical work facilities, such as service facilities, work equipment, comfortable service spaces, and a conducive work environment, has been shown to support smooth service processes, thereby improving public service quality. 4.Public service quality has a positive and significant impact on fish farmer satisfaction. The better the quality of service provided by the West Tanjung Jabung Regency Fisheries Service, the higher the level of satisfaction of fish farmers as users of public services.

5.Public service quality mediates the influence of service effectiveness and physical work facilities on fish farmer satisfaction. The effectiveness of services and physical work facilities not only directly impacts satisfaction but also indirectly through improved public service quality. Therefore, the quality of public service is a key factor in creating fish farmer satisfaction.

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