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The Influence of Service Quality on Community Satisfaction at the Gowa Regency Public Service Mall

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Abstract

The urgency of this research is to improve the detection and classification of IP spoofing and Man-in-the-Middle attacks on wireless networks by developing more effective machine learning-based security solutions. This study aims to examine the influence of service quality on community satisfaction at the Public Service Mall of Gowa Regency. The research adopts a quantitative approach using a survey method, with data collected from 97 respondents who had directly experienced public services at the facility. Service quality is measured using the SERVQUAL framework, which includes five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Data analysis was conducted using multiple linear regression to test the relationship between service quality and community satisfaction. The results indicate that overall service quality has a positive and statistically significant effect on community satisfaction. Among the SERVQUAL dimensions, responsiveness and assurance emerge as the most influential factors, reflecting the importance of prompt service and staff competence in shaping user perceptions. Tangibles, reliability, and empathy also contribute positively, although challenges remain in terms of queue management, service efficiency during peak periods, and infrastructure capacity. These findings suggest that while the integrated service model has improved accessibility and convenience, continuous improvement in operational performance is still required to meet increasing public expectations. This study contributes to the public service management literature by extending the application of the SERVQUAL model in integrated service settings. Practically, the findings provide insights for policymakers to enhance service quality through infrastructure optimization, human resource development, and the adoption of digital service systems to improve efficiency and citizen satisfaction.

Keywords: *Deepfake, Synthetic Media, Business Competition, Risk Management, Corporate Identity Verification*

Introduction

Improving public service quality has become a central issue in contemporary governance, particularly in developing countries undergoing administrative and bureaucratic reform. In Indonesia, the transformation of public service delivery is driven by increasing public awareness, rising expectations, and the demand for more efficient, transparent, and accountable governance. Public services are no longer perceived merely as administrative obligations but are increasingly regarded as fundamental rights that must be delivered in a responsive and citizen-oriented manner.

This shift reflects the growing emphasis on good governance and public value creation, where service quality plays a critical role in shaping public trust and institutional legitimacy (Nugraha et al., 2024). In recent years, the Indonesian government has intensified efforts to reform public service delivery through various innovations. One of the most prominent initiatives is the establishment of Public Service Malls (Mal Pelayanan Publik/MPP), which aim

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to integrate services from multiple government agencies into a single, accessible location (Febrianto & Wibawani, 2022). This integrated service model is designed to simplify bureaucratic procedures, reduce service fragmentation, and improve efficiency in terms of time and cost for citizens.

The concept of Public Service Malls represents a strategic approach to enhancing service accessibility and promoting a more citizen-centered public administration system (Sari et al., 2025). Public Service Malls function as one-stop service centers that provide a wide range of administrative services, including licensing, civil registration, taxation, and business permits. By consolidating services into a single location, the MPP model minimizes the need for citizens to visit multiple offices, thereby improving convenience and accessibility (Surawijaya et al., 202). Empirical evidence suggests that the implementation of Public Service Malls has significantly improved service integration and accessibility; however, challenges remain in ensuring consistent service quality across different service units (Rivaldi et al., 2026).

Despite the advantages offered by the integrated service model, high service utilization does not necessarily guarantee high levels of citizen satisfaction. In practice, various issues continue to affect service delivery performance, including long waiting times, inefficiencies in queue management, limited infrastructure capacity, and inconsistencies in staff responsiveness. These challenges highlight the importance of focusing not only on service integration but also on the quality of service delivery itself. Service quality remains a key determinant of whether public service innovations can achieve their intended outcomes in terms of user satisfaction and trust (Rivaldi et al., 2026; Yanti et al., 2025).

Service quality in the public sector is a multidimensional construct that encompasses both tangible and intangible aspects of service delivery (Eprilianto et al., 2023). It includes physical facilities, service processes, employee behavior, and institutional reliability (Widodo & Istiono, 2026). The SERVQUAL model, which remains one of the most widely used frameworks for measuring service quality, identifies five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions provide a comprehensive framework for evaluating how citizens perceive service quality and how these perceptions influence their satisfaction (Hamid & Hidayana, 2024).

The tangibles dimension refers to the physical evidence of service delivery, including infrastructure, equipment, and the appearance of personnel. In the context of Public Service Malls, tangibles play an important role in shaping first impressions and enhancing user comfort. However, recent studies indicate that limitations in facilities and digital infrastructure remain common challenges in several MPP implementations (Rivaldi et al., 2026). The reliability dimension reflects the ability of service providers to deliver services accurately and consistently. Reliability is particularly critical in public services, where errors or delays can have significant administrative and legal consequences.

Responsiveness refers to the willingness and ability of service personnel to provide prompt assistance and respond to citizen needs. Empirical studies have shown that responsiveness is one of the most influential dimensions in determining citizen satisfaction, as it directly affects the perceived efficiency of service delivery (Setyaningsih et al., 2024). Assurance relates to the competence, professionalism, and credibility of service providers, which are essential for building trust in public institutions.

Empathy reflects the extent to which service providers offer personalized attention and demonstrate care for citizens' needs. Citizen satisfaction is widely recognized as a key

outcome of service quality (Anggreina et al., 2026). It represents the degree to which service experiences meet or exceed user expectations. In the public sector, citizen satisfaction has broader implications beyond individual experiences, as it influences trust in government institutions, compliance with public policies, and participation in governance processes. Studies consistently show that improvements in service quality lead to higher levels of citizen satisfaction, reinforcing the importance of service quality as a strategic priority in public administration (Febrianto & Wibawani, 2022). Recent research also highlights the evolving nature of public service delivery, particularly in the context of digital transformation and integrated service systems.

Public Service Malls are increasingly expected to combine physical and digital services to enhance efficiency and accessibility. However, the success of such innovations depends on the ability of institutions to maintain high service quality across both traditional and digital service channels. This requires not only technological investment but also improvements in human resource capacity and organizational culture (Sari et al., 2025). Although a growing number of studies have examined service quality and citizen satisfaction in public sector contexts, research specifically focusing on Public Service Malls remains limited. Existing studies have primarily been conducted in specific regions, such as Sidoarjo and Payakumbuh, and their findings may not be fully generalizable to other local contexts (Febrianto & Wibawani, 2022; Sari et al., 2025).

Many studies emphasize general service performance without providing a detailed analysis of how each SERVQUAL dimension influences satisfaction in integrated service environments. In addition, recent findings indicate that while Public Service Malls have improved service accessibility, they have not fully addressed issues related to service speed, consistency, and complaint handling (Rivaldi et al., 2026). These gaps highlight the need for more comprehensive and context-specific research to evaluate the effectiveness of Public Service Malls in improving service quality and citizen satisfaction. Gowa Regency represents an important case study for examining the effectiveness of the Public Service Mall model. As one of the regions that has implemented integrated public services, Gowa Regency provides a relevant context for analyzing how service quality influences citizen satisfaction at the local level.

The increasing number of service users at the Gowa Public Service Mall indicates a positive response from the community; however, it also raises questions about whether the quality of services provided meets user expectations. Therefore, this study aims to analyze the influence of service quality on community satisfaction at the Public Service Mall of Gowa Regency. By adopting a quantitative approach and utilizing the SERVQUAL framework, this research seeks to examine how each dimension of service quality contributes to overall citizen satisfaction. This approach allows for a more comprehensive understanding of the relationship between service quality and satisfaction in an integrated service environment. The contribution of this study is twofold. First, it provides empirical evidence on the effectiveness of Public Service Malls in improving service quality and citizen satisfaction, particularly in the context of local government in Indonesia. Second, it extends the application of the SERVQUAL model to integrated public service settings, thereby contributing to the development of public service management literature.

By focusing on a specific case, this study offers practical insights that can inform policy and managerial strategies for improving public service delivery. From a practical perspective, the findings of this study are expected to assist policymakers and public managers in

identifying key areas for improvement in service delivery. Enhancing service quality requires a holistic approach that includes improving infrastructure, optimizing service processes, strengthening human resource capacity, and leveraging digital technologies. In particular, addressing issues related to queue management, service consistency, and complaint handling can significantly improve citizen satisfaction and overall service performance. Ultimately, improving service quality is essential for building trust and strengthening the relationship between government and citizens.

Public Service Malls, as integrated service platforms, have the potential to transform public service delivery by making it more efficient, accessible, and user-friendly. However, their success depends on the ability of government institutions to consistently deliver high-quality services that meet the evolving needs and expectations of the community. Therefore, this study emphasizes that service quality should be positioned as a strategic priority in public service management. By focusing on improving the key dimensions of service quality, government institutions can enhance citizen satisfaction, strengthen public trust, and contribute to the broader goals of good governance and sustainable development (Nugraha et al., 2024).

Method

This study adopts a quantitative research approach using a survey method to empirically examine the effect of service quality on citizen satisfaction at the Public Service Mall (PSM) of Gowa Regency (Sugiyono, 2022; Hair et al., 2021). A quantitative design is appropriate for this study as it enables objective measurement of variables and statistical testing of relationships between constructs using numerical data (Hair et al., 2021). This approach is widely applied in public service research to examine causal relationships and provide generalizable findings. The research was conducted at the Public Service Mall of Gowa Regency, located in Somba Opu District, South Sulawesi, Indonesia.

The PSM functions as an integrated service center providing various administrative services from local government agencies, central government institutions, and state-owned enterprises. The implementation of Public Service Malls is regulated under Peraturan Presiden Republik Indonesia Nomor 89 Tahun 2021 and aligns with public service principles outlined in Undang-Undang Republik Indonesia Nomor 25 Tahun 2009. The study was conducted during the data collection period beginning in October 2025. This setting was selected due to its strategic role in improving public service delivery and enhancing citizen satisfaction.

The population of this study consists of all citizens who utilized services at the Public Service Mall of Gowa Regency. Based on administrative records, the number of service users reaches approximately 3,000 individuals per month. The sample size was determined using the Slovin formula with a margin of error of 10 percent, resulting in a minimum sample size of 97 respondents (Sugiyono, 2022). The sampling technique employed is convenience sampling, where respondents are selected based on accessibility and willingness to participate after receiving services. This technique is considered suitable for exploratory research focusing on user perceptions in a specific service environment (Sugiyono, 2022; Hair et al., 2021). This study involves two main variables: service quality as the independent variable and citizen satisfaction as the dependent variable.

Service quality is measured using the SERVQUAL model developed, which consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 2021). These dimensions are widely used to evaluate service performance across various

sectors, including public services. Each dimension is operationalized into several indicators adapted to the context of public service delivery (Gronroos, 2021; Morgeson et al., 2021). Citizen satisfaction is measured as an overall evaluation of respondents' experiences with the services received. The measurement is based on established satisfaction theories, which define satisfaction as the comparison between expectations and perceived performance (Oliver, 2021). Additional references, such are used to support the conceptualization of satisfaction as an outcome of service quality (Anderson & Sullivan, 2021).

All measurement items are assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) (Sugiyono, 2022). To ensure the quality of the research instrument, validity and reliability tests were conducted. Validity testing aims to determine whether the questionnaire items accurately measure the intended constructs (Hair et al., 2021). In this study, construct validity is evaluated using the Pearson product-moment correlation method, where each item is considered valid if the correlation coefficient (r-count) exceeds the critical value (r-table) at a significance level of 0.05 (Sugiyono, 2022). Additionally, convergent validity is assessed by examining factor loadings, with acceptable values above 0.50 indicating that the indicators adequately represent their respective constructs (Hair et al., 2021).

Reliability testing is conducted to assess the consistency of the measurement instrument using Cronbach's Alpha coefficient. A variable is considered reliable if the Cronbach's Alpha value exceeds 0.70, indicating high internal consistency among the measurement items (Hair et al., 2021). The results of the reliability test confirm that all constructs in this study meet the required threshold, indicating that the instrument is reliable for measuring both service quality and citizen satisfaction. In addition to validity and reliability testing, this study employs data triangulation to enhance the credibility and robustness of the findings. Triangulation is an important technique in research to reduce bias and improve the accuracy of results by combining multiple data sources and approaches. First, data triangulation is conducted by comparing primary data obtained from questionnaires with secondary data derived from administrative records and official reports related to service performance at the Public Service Mall.

Methodological triangulation is applied by combining quantitative survey data with direct field observations conducted during the data collection process, allowing the researcher to capture contextual insights regarding service delivery practices (Sugiyono, 2022). Third, theoretical triangulation is implemented by interpreting findings using multiple theoretical perspectives, including service quality theory, public administration theory, and customer satisfaction theory (Denhardt & Denhardt, 2022; Osborne, 2021). This triangulation approach strengthens the validity of the research findings and provides a more comprehensive understanding of the phenomenon under study.

Primary data were collected through structured questionnaires distributed directly to service users after they completed their service transactions. This method ensures that respondents provide feedback based on recent service experiences, thereby improving data accuracy (Sugiyono, 2022). Prior to large-scale distribution, the questionnaire was pilot-tested to ensure clarity, validity, and relevance of the items. Feedback obtained from the pilot test was used to refine the instrument and eliminate ambiguous questions (Hair et al., 2021).

Data analysis in this study consists of descriptive and inferential statistical techniques using SPSS software (Hair et al., 2021). Descriptive analysis is used to summarize respondent characteristics and describe the distribution of responses related to service quality and citizen

satisfaction. Meanwhile, inferential analysis employs multiple linear regression to examine the effect of service quality on citizen satisfaction. Before conducting regression analysis, classical assumption tests are performed to ensure the validity of the model. The normality test is conducted using the Kolmogorov-Smirnov method, multicollinearity is assessed using Variance Inflation Factor (VIF) values with a threshold below 10, and heteroscedasticity is tested using the Glejser method (Ghozali, 2021; Hair et al., 2021). These tests ensure that the regression model meets the required assumptions for unbiased estimation.

Hypothesis testing is conducted at a significance level of 0.05. The t-test is used to examine the partial effect of each independent variable, while the F-test is used to assess the simultaneous effect of all independent variables on citizen satisfaction (Hair et al., 2021). Additionally, the coefficient of determination (R^2) is calculated to measure the proportion of variance in citizen satisfaction explained by service quality variables. Overall, this methodological framework is designed to ensure rigor, validity, and reliability. By integrating quantitative analysis with triangulation techniques and supported by updated theoretical and methodological references, this study provides a comprehensive and robust analysis of the relationship between service quality and citizen satisfaction at the Public Service Mall of Gowa Regency.

Results

Overview of Statistical Findings

To ensure analytical clarity and robustness, the findings are presented using descriptive and inferential statistical techniques. Results are organized into four tables covering descriptive statistics of the SERVQUAL dimensions, multiple linear regression, model summary, and ANOVA analysis. Descriptive statistics summarize respondents' perceptions of service quality across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy, providing an overview of service performance at the Public Service Mall of Gowa Regency.

Multiple linear regression is then applied to examine the influence of each service quality dimension on citizen satisfaction. The model summary evaluates the explanatory power of the regression model through the coefficient of determination (R^2), indicating the proportion of variance in citizen satisfaction explained by service quality variables. Finally, ANOVA analysis assesses the overall significance of the regression model. Together, these analyses provide a comprehensive and empirically supported understanding of the relationship between service quality and citizen satisfaction.

Table 1. *Descriptive Statistics of SERVQUAL Dimensions*

Dimension	Mean	Category	Interpretation
Tangibles	3.95	Good	Adequate facilities, minor limitations
Reliability	3.88	Good	Consistent service, occasional delays
Responsiveness	4.10	Very Good	Prompt and helpful service delivery
Assurance	4.15	Very Good	High competence and professionalism
Empathy	3.90	Good	Fair treatment, limited personalization

Table 1 shows that all SERVQUAL dimensions received positive evaluations, with Assurance and Responsiveness achieving the highest scores, indicating strong professionalism, competence, and prompt service delivery, while Tangibles, Reliability, and Empathy were rated good but still have opportunities for improvement.

Table 2. *Multiple Linear Regression Results*

Variable	β Coefficient	t-value	Sig.
Constant	2.105	-	-
Tangibles	0.215	2.45	0.016
Reliability	0.198	2.21	0.029
Responsiveness	0.310	3.87	0.000
Assurance	0.295	3.55	0.001
Empathy	0.176	2.05	0.043

Table 2 presents the multiple linear regression results. All service quality dimensions—tangibles, reliability, responsiveness, assurance, and empathy—have positive and statistically significant effects on the dependent variable ($p < 0.05$). Responsiveness exhibits the strongest influence ($\beta = 0.310$), followed by assurance ($\beta = 0.295$), indicating their important role in explaining the outcome variable.

Table 3*. Model Summary*

R	R^2	Adjusted R^2	Std. Error
0.812	0.659	0.642	0.421

Table 3 summarizes the overall model fit. The coefficient of determination ($R^2 = 0.659$) indicates that 65.9% of the variation in the dependent variable is explained by the independent variables included in the model. The adjusted R^2 value of 0.642 further confirms the model's satisfactory explanatory power.

Table 4. *ANOVA Results*

F-value	Sig.
38.75	0.000

Table 4 reports the ANOVA results for the regression model. The F-value of 38.75 with a significance level of $p < 0.001$ demonstrates that the model is statistically significant. This finding indicates that the independent variables collectively provide a meaningful explanation of variations in the dependent variable.

Interpretation of Results (After Tables)

The empirical findings presented in Tables 1–4 provide strong evidence regarding the influence of service quality on citizen satisfaction at the Public Service Mall of Gowa Regency. Based on the descriptive analysis in Table 1, all SERVQUAL dimensions are perceived positively by respondents, indicating that the overall quality of service delivery meets public expectations. Among these dimensions, responsiveness and assurance record the highest mean values, suggesting that the behavior, competence, and professionalism of service personnel are the most critical determinants of perceived service quality.

The regression results in Table 2 further demonstrate that all dimensions of service quality have a positive and statistically significant effect on citizen satisfaction. Notably, responsiveness emerges as the most influential variable, followed by assurance, indicating that prompt service delivery and staff capability play a central role in shaping user satisfaction. Although tangibles, reliability, and empathy also show significant effects, their relatively lower coefficients imply that improvements in infrastructure, service consistency, and personalized interaction remain necessary.

The model summary in Table 3 reveals that the regression model explains a substantial proportion of variance in citizen satisfaction, with an R^2 value of 0.659. This indicates that approximately 65.9% of satisfaction levels can be attributed to service quality variables,

reflecting strong explanatory power. Meanwhile, the ANOVA results in Table 4 confirm that the regression model is statistically significant, demonstrating that all independent variables collectively influence citizen satisfaction. Overall, these findings reinforce the argument that service quality is a multidimensional construct requiring balanced improvement across physical, operational, and human resource aspects to achieve optimal public service performance.

Discussion

The findings of this study provide strong empirical evidence supporting the argument that service quality is a critical determinant of citizen satisfaction in public service institutions. The statistically significant relationship between service quality and satisfaction confirms that improvements in service delivery directly influence public perceptions and trust in government institutions. This result is consistent with both classical service quality theories and recent empirical studies in public administration and service management literature (Hamid & Hidayana, 2024; Setyaningsih et al., 2024; Sari et al., 2025).

Recent studies emphasize that in the context of integrated public services, such as Public Service Malls, service quality is not only a functional attribute but also a strategic instrument for governance transformation. For instance, demonstrates that integrated service systems significantly enhance accessibility and efficiency, yet their effectiveness largely depends on the consistency of service quality across units (Sari et al., 2025). Similarly, highlight that while service integration improves administrative convenience, disparities in service performance remain a key challenge affecting citizen satisfaction (Rivaldi et al., 2026). These findings align with the results of this study, reinforcing the argument that service quality remains the central driver of successful public service innovation.

The positive perception of the tangibles dimension highlights the importance of physical infrastructure and environmental conditions in shaping citizen satisfaction. Physical evidence, such as service facilities, cleanliness, equipment, and spatial organization, plays a dual role in public services: it serves both functional and symbolic purposes. Functionally, it supports service efficiency and user comfort, while symbolically, it represents government professionalism and institutional credibility. Recent research, confirms that modern and well-maintained service facilities significantly enhance public trust and perceived service quality (Nugraha et al., 2024). However, the findings of this study also indicate limitations in waiting space and queue management, suggesting that infrastructure adequacy alone is insufficient without effective operational management.

From a contemporary perspective, the tangibles dimension is increasingly influenced by digital transformation. Public Service Malls are expected to integrate physical and digital infrastructures to optimize service delivery. Previous studies have shown that the implementation of digital queue systems and online service platforms can significantly reduce waiting times and improve user experience (Sari et al., 2025; Hamid & Hidayana, 2024). Therefore, the improvement of tangibles should not be limited to physical expansion but must also include digital innovation to enhance service accessibility and efficiency.

The findings related to reliability emphasize the importance of consistency and accuracy in public service delivery. Reliability reflects the ability of service providers to deliver services as promised, in accordance with established standards and regulations. In this study, reliability is generally perceived positively; however, delays during peak periods indicate operational challenges.

This is consistent with previous findings, who report that high service demand often leads to bottlenecks and reduced service reliability in integrated service centers (Rivaldi et al., 2026). To address these challenges, recent literature suggests the implementation of adaptive service management strategies. Argue that workload distribution, process standardization, and the use of digital monitoring systems can significantly improve service reliability (Setyaningsih et al., 2024). Additionally, predictive analytics and service demand forecasting are increasingly being used in public sector management to anticipate peak periods and allocate resources more effectively. This indicates that improving reliability requires not only procedural compliance but also strategic operational planning supported by data-driven decision-making.

The responsiveness dimension emerges as the most influential factor affecting citizen satisfaction in this study. This finding underscores the critical role of human interaction in public service delivery. Responsiveness reflects the willingness and ability of service personnel to assist citizens promptly and effectively. In line with this finding, recent studies consistently identify responsiveness as a key determinant of satisfaction in public services (Setyaningsih et al., 2024; Hamid & Hidayana, 2024). From a theoretical perspective, responsiveness is closely linked to the concept of citizen-centered governance, which emphasizes the importance of aligning public services with citizen needs and expectations. Argue that public service institutions should prioritize responsiveness as part of their commitment to serving citizens rather than merely managing administrative processes. In practice, responsiveness can be enhanced through staff training, performance evaluation systems, and the adoption of customer service standards.

Digital technologies also play a significant role in improving responsiveness. Online service platforms, chatbots, and real-time information systems enable faster communication and reduce response time. The integration of digital communication tools significantly improves responsiveness and user satisfaction in public service settings (Sari et al., 2025). Therefore, responsiveness should be viewed as a combination of human capability and technological support. The assurance dimension reflects citizens' trust in the competence, professionalism, and integrity of service personnel.

The high level of assurance observed in this study indicates that respondents perceive service providers as knowledgeable and reliable. This finding is particularly important in public services involving administrative and legal processes, where accuracy and credibility are essential. Recent literature highlights that assurance is a key factor in building institutional trust. Trust in public institutions is strongly influenced by perceptions of staff competence and transparency (Nugraha et al., 2024). Similarly, studies in governance literature emphasize that professional behavior and ethical conduct are critical for maintaining public confidence.

To strengthen assurance, public institutions must invest in human resource development, including training, certification, and performance evaluation. In addition, transparency mechanisms, such as clear service procedures and accessible information, can further enhance public trust. The integration of digital systems, such as tracking systems for service processes, can also improve assurance by providing real-time information and reducing uncertainty for service users.

The empathy dimension highlights the importance of personalized and humane service delivery. Empathy reflects the extent to which service providers understand and respond to individual citizen needs. In this study, empathy is generally perceived positively; however, challenges remain in maintaining personalized attention during peak periods. Recent research suggests that empathy plays a crucial role in reducing perceived bureaucratic distance

between citizens and government institutions. Argue that empathetic service delivery enhances emotional satisfaction and strengthens the relationship between citizens and public institutions (Hamid & Hidayana, 2024). However, maintaining empathy in high-demand service environments requires innovative approaches, such as differentiated service channels and digital assistance systems.

The overall findings of this study confirm that service quality is a multidimensional construct that requires a balanced approach across physical infrastructure, operational processes, and human resource competencies. The significant influence of service quality on citizen satisfaction suggests that improvements in any SERVQUAL dimension can contribute to enhanced public perceptions and trust. From a theoretical perspective, this study contributes to the literature by providing empirical evidence from an integrated public service setting in a developing country context. It reinforces the applicability of the SERVQUAL model while also highlighting the need to integrate digital transformation into service quality frameworks.

From a practical perspective, the findings provide important implications for policymakers and public managers. Continuous improvement in service quality should be prioritized to ensure the sustainability of Public Service Malls. This includes infrastructure development, process optimization, human resource capacity building, and digital transformation. In conclusion, this study demonstrates that service quality plays a decisive role in shaping citizen satisfaction. While the overall performance of the Public Service Mall of Gowa Regency is positive, continuous improvement across all dimensions is essential to meet evolving public expectations and strengthen trust in government institutions.

Conclusion

This study demonstrates that service quality plays a critical and statistically significant role in shaping community satisfaction at the Public Service Mall of Gowa Regency. By employing a quantitative approach and multiple linear regression analysis, the findings confirm that all dimensions of the SERVQUAL model tangibles, reliability, responsiveness, assurance, and empathy collectively contribute to enhancing user satisfaction. These results strengthen existing theoretical perspectives that position service quality as a fundamental determinant of satisfaction in public service contexts. Moreover, this study extends the application of the SERVQUAL framework into integrated public service settings, thereby contributing to the advancement of knowledge in public sector management, particularly within developing countries. From a practical and policy standpoint, the findings underscore the importance of continuous service improvement, human resource development, and user-oriented innovation in achieving effective and responsive public service delivery. The study also highlights the strategic role of integrated service models, such as public service malls, in supporting bureaucratic reform and improving governance outcomes.

However, this study is not without limitations. The research was confined to a single location with a relatively limited sample size, which may affect the generalizability of the findings to other regions or service contexts. Additionally, the study focused exclusively on service quality as the primary determinant of community satisfaction, without incorporating other potentially influential variables such as trust, perceived fairness, or digital service utilization. Therefore, future research is recommended to broaden the scope by including multiple research sites, larger and more diverse samples, and additional variables that may provide a more comprehensive understanding of community satisfaction. Further studies may

also adopt longitudinal or mixed-method approaches to capture deeper and more dynamic insights into the relationship between service quality and public satisfaction over time.

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