The Influence of Facilities and Service Quality on Public Satisfaction at the East Binjai District Office

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Excellent public service is a key indicator of regional government performance in supporting community welfare and facilitating public needs. The East Binjai Sub-district Office, as the frontline of administrative services at the sub-district level, often faces complaints related to inadequate facilities and suboptimal service quality, which affects the level of community satisfaction. This study aims to analyze the influence of facilities and service quality on community satisfaction at the East Binjai Sub-district Office using a quantitative method with an explanatory survey approach. Data were collected through questionnaires distributed to 30 respondents selected using simple random sampling from the community receiving services. The independent variables in this study are service facilities (X1), including waiting rooms, parking areas, air conditioning, toilets, and queuing systems, and service quality (X2), including responsibility, assurance, empathy, and responsiveness, while the dependent variable is community satisfaction (Y), measured through overall satisfaction, loyalty, and willingness to recommend. Data analysis was conducted using multiple linear regression, t-tests, F-tests, coefficient of determination (R^2), and Pearson correlation with SPSS version 26. The results indicated that 72% of respondents expressed satisfaction with the services provided. Facilities (r = 0.645; t = 6.23; p = 0.000) have a significant effect on community satisfaction, contributing 41.6%, while service quality (r = 0.782; t = 9.45; p = 0.000) has a more dominant influence, contributing 61.2%. Simultaneously, both variables (X1 and However, several facility-related aspects were identified as weak, including limited parking space (65%), unclean toilets (58%), and long queues (52%). In conclusion, service quality has a more dominant influence on community satisfaction compared to physical facilities, with the regression model formulated as $\hat{Y} = 12.45 + 0.32X1 + 0.51X2$. Based on these findings, it is recommended to optimize the Online Single Submission (OSS) system, enhance civil servant soft skills through training, improve parking and sanitation facilities, and implement QR code-based digital queue systems to increase service efficiency.
Keywords: Facilities, Service Quality, Community Satisfaction

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1. Introduction

Quality public services are a key indicator of the effectiveness of regional government in realizing a clean, transparent, and public satisfaction-oriented bureaucracy. In the context of national development towards Golden Indonesia 2045, improving the quality of public services is a strategic agenda that cannot be ignored, especially in facing the demands of an increasingly critical and digitally literate society. The sub-district office, as the spearhead of administrative services at the sub-district level, holds a crucial position in ensuring that every service provided is able to meet community needs quickly, precisely, and efficiently. In addition, the existence of the sub-district office also plays a role in supporting the Ease of Doing Business (KB) program, which is one of the government's priorities in increasing regional competitiveness and encouraging local economic growth. Therefore, the quality of public services provided by the sub-district office is a direct reflection of the overall performance of the regional government [1].

The East Binjai Sub-district Office is a government agency with a significant responsibility in providing services to the community with a population of 15,827. Services provided include population administration, micro-business licensing, social assistance distribution, and spatial planning permits, which are much needed by the community. However, in practice, various problems related to physical facilities and service quality are still found. Limited parking space, uncomfortable waiting room conditions, and inadequate sanitation facilities are common complaints from the public. On the other hand, service aspects such as long queues, unresponsive officers, and relatively long waiting times also affect the level of public satisfaction with the services provided [2].

Based on the results of an internal survey conducted by the 2025 service, the level of public satisfaction, as measured by the Public Satisfaction Index (IKM), showed a score of 2.87, which is in category B, or quite satisfied. Although this figure is still considered acceptable, it indicates that there is still significant room for improvement. As many as 65% of respondents expressed dissatisfaction with the available facilities, while 72% of respondents complained about the lack of responsiveness of officers in providing services. These data indicate that both facilities and service quality aspects have a significant contribution to public perception of the public services they receive [3].

These issues not only impact public satisfaction but also impact productivity and the efficiency of public time in accessing public services. The average service time of 2 hours and 15 minutes indicates significant inefficiency compared to established service standards. Furthermore, the low level of public recommendations, reflected in the Net Promoter Score (NPS) of -12%, indicates that the public tends not to recommend the service to others. This certainly poses a serious challenge for local governments in improving the overall quality of public services [4].

Government regulations through Minister of Administrative and Bureaucratic Reform Regulation Number 14 of 2017 have established ideal public service standards, namely a maximum service time of 30 minutes per transaction, supported by adequate facilities. This standard serves as an important reference for every government agency in providing optimal service to the public. However, conditions in the field indicate a gap between the established standards and the reality of service delivery. Therefore, systematic evaluation and improvement efforts are needed so that public services can meet predetermined standards and provide higher levels of satisfaction to the public [5].

In theoretical studies, the SERVQUAL model is one of the most widely used approaches to measuring service quality. This model emphasizes five main dimensions: tangibles (physical facilities), reliability, responsiveness, assurance, and empathy. The tangible dimension relates to the physical condition of the facility, which directly influences the public's initial perception of service quality. Meanwhile, the other four dimensions emphasize the interaction between officers and the public during the service process. Thus, service quality is determined not only by the facilities available, but also by the attitude and competence of officers in providing services [6].

Service facilities, as one of the dimensions of SERVQUAL, play a crucial role in shaping public perceptions of service quality. Good facilities include comfortable waiting rooms, adequate parking, clean restrooms, an orderly queuing system, and technological support such as WiFi and digital queuing systems. Previous research has shown that facilities significantly influence customer satisfaction, although in some cases their influence is not always as dominant as service quality. This suggests that facilities play a more supportive role, strengthening the overall service experience [7].

Service quality, on the other hand, is a major factor that directly influences the level of public satisfaction. The ability of officers to provide fast, accurate, friendly, and professional service is key to creating a positive service experience. The reliability dimension emphasizes the accuracy and consistency of service,

responsiveness emphasizes the speed in responding to public needs, assurance emphasizes the competence and trustworthiness provided, and empathy emphasizes concern for individual community needs. Various studies have shown that service quality has a more dominant influence than facilities in increasing public satisfaction [8].

Public satisfaction itself can be explained through the Expectation-Disconfirmation theory proposed by Oliver, which states that satisfaction arises when service performance is perceived to be able to meet or even exceed public expectations. Indicators of satisfaction include the overall level of satisfaction, loyalty in using the service again, and willingness to recommend the service to others. In the context of public services, public satisfaction is an important indicator in assessing the success of an agency in providing quality services that are oriented towards public needs [9].

Based on this theoretical framework, this study aims to examine the influence of facilities and service quality on public satisfaction at the East Binjai District Office using a multiple linear regression approach. The research model used is Y =β0 +β1X1 +β2X2 +e, where public satisfaction is influenced by facilities and service quality. The proposed hypothesis includes a positive and significant influence of both variables, both partially and simultaneously, as well as the assumption that service quality has a more dominant influence than facilities. This research is expected to contribute to the development of public service models at the sub-district level and serve as a basis for policy recommendations in improving the quality of public services in a sustainable manner [10].

2. Literature Review and Problem Statement

Service Facilities

Service facilities, from the SERVQUAL model perspective, are tangible aspects that emphasize the physical appearance and completeness of infrastructure as the initial impression received by service users. The existence of adequate facilities not only functions as technical support but also shapes the public's initial perception of the quality of service they will receive. According to Kotler, service facilities are supporting infrastructure that includes waiting rooms, parking areas, toilets, air conditioning (AC), queuing systems, and accessibility for groups with disabilities. In the context of services at the Sub-district Office, these facilities are important elements because they are directly related to the comfort and ease of public access to public services. Therefore, good quality facilities will improve the overall service experience and minimize public complaints about the physical aspects of the service [11].

Furthermore, service facility indicators relevant to the context of the sub-district office include the comfort of the waiting room, such as the availability of adequate chairs, good ventilation, and the presence of clear and easy-to-understand information boards. In addition, access to spacious, well-organized, and safe parking is also an important factor in supporting public comfort. The cleanliness of facilities such as toilets, floors, and trash cans is also a key indicator that reflects the professionalism of the agency. An orderly queuing system, both manual and digital with estimated service times, also influences the perception of service efficiency. Equally important, technological support such as WiFi, information monitor screens, and digital-based service applications are part of the modernization of public services that are increasingly needed in today's digital era [12].

Empirical research shows that service facilities influence patient satisfaction, although the degree of influence varies depending on the research context. A 2023 study conducted through the Neliti platform found that facilities had a 41.6% impact on patient satisfaction in hospitals, with a coefficient value ofβof 0.32 and a significance of 0.000. However, another study published in the Jempper Journal in 2024 showed that facilities at the sub-district office only had a positive but not statistically significant effect, with a t-

value of 1.45 and p > 0.05. This finding indicates that facilities play a more supporting role than a primary factor in determining public satisfaction, so they need to be combined with improving overall service quality [13].

Quality of Service

Service quality is an organization's ability to meet or even exceed user expectations. In the SERVQUAL model, service quality is measured through five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles. The reliability dimension relates to the ability to provide services in a timely and accurate manner without error, while responsiveness reflects the speed and readiness of officers in responding to community needs and complaints. Assurance relates to the competence, credibility, and ability of officers to provide a sense of security and trust to the community. Empathy demonstrates personal care and attention to individual needs, while tangibles relate to the physical appearance of officers and the facilities available [14].

In the context of the Sub-district Office, the implementation of service quality dimensions can be seen from various operational indicators, such as timeliness of service, minimal administrative errors, and speed in handling queues, which ideally takes less than 30 minutes. Furthermore, the ability of officers to provide clear information, be friendly, and prioritize vulnerable groups such as the elderly is an important part of creating a humane service. Transparency of procedures and officer competence are also important factors in increasing public trust in government agencies. Thus, service quality is not only determined by technical aspects, but also by social interactions between officers and the community [15].

Previous research has shown that service quality has a significant influence on public satisfaction. A study conducted by UIN Suska in 2023 showed that the four dimensions of SERVQUAL, namely reliability, responsiveness, assurance, and empathy, were able to increase public satisfaction by 55.2% at the Kuala Kampar Sub-district Office. Furthermore, research from the UIR Repository in 2023 also showed that service quality had a more dominant influence than facilities, with a contribution of 61.2% to public satisfaction at the Bengkalis Sub-district Office. These findings strengthen the assumption that service quality is a major factor in creating public satisfaction in public services [16].

Community Satisfaction (Variable Y)

Public satisfaction is the result of a comparison between expectations and the service performance received. Oliver's Expectation-Disconfirmation Theory states that satisfaction will be achieved when service performance equals or exceeds customer expectations, while dissatisfaction occurs when performance is below expectations. In further developments, Cronin and Taylor, through the SERVPERF model, emphasized that satisfaction is more influenced by actual service performance than by the gap between expectations and reality. These two approaches are an important basis for measuring the level of public satisfaction with public services [17].

In the context of public services in Indonesia, public satisfaction indicators generally refer to the Public Service Index. Public Satisfaction Index (IKM) is determined by the Ministry of Administrative and Bureaucratic Reform. These indicators include overall satisfaction with the services provided, the added value perceived by the public, loyalty in using the service again, and willingness to recommend the service to others. Furthermore, the lack of complaints, both directly and through social media, is also an important indicator in assessing the level of public satisfaction. Thus, public satisfaction not only reflects the current quality of service but also serves as an indicator of the sustainability of public trust in government agencies [18].

Theoretical Framework and Hypothesis

The theoretical framework in this study refers to the SERVQUAL model, which states that customer satisfaction is influenced by facilities as a tangible dimension, as well as service quality, which includes reliability, responsiveness, assurance, and empathy. To test this relationship, a multiple linear regression approach was used with the equation model Y = 0.β0 +β1X1 +β2X2 +e, where the public satisfaction variable (Y) is influenced by facilities (X1) and service quality (X2). This model allows researchers to analyze the influence of each variable partially or simultaneously, so that it can be determined which factors have the most dominant contribution to public satisfaction [19].

Based on the theoretical framework, the hypotheses proposed in this study include H1, namely that facilities have a positive and significant effect on public satisfaction, H2, namely that service quality has a positive and significant effect on public satisfaction, H3, namely that facilities and service quality simultaneously influence public satisfaction, and H4, namely that service quality has a more dominant influence than facilities. This hypothesis is supported by various previous studies, such as the ITB Semarang Journal in 2024 which showed that both variables simultaneously had an R^2 value of 0.714, as well as Neliti research in 2023 which showed that service quality (β=0.51) is more dominant than facilities (β=0.32). In addition, findings from UIN Suska also show that the level of public satisfaction at the sub-district office is still in the fairly satisfied category with an IKM value of 2.87.

3. Method

This study uses a quantitative approach with an explanatory survey design that aims to test the causal relationship between service facilities (X1) and service quality (X2) on public satisfaction (Y) at the East Binjai Sub-district Office. This approach was chosen because it is able to provide a measurable picture of the influence between variables through systematic statistical analysis. The survey method allows researchers to collect primary data directly from respondents in a relatively short and efficient time. The population in this study is all people who received services at the East Binjai Sub-district Office during the period of January to June 2026 with an estimated number of 15,000 people. The sampling technique used simple random sampling so that each member of the population has an equal opportunity to be selected as a respondent. The determination of the number of samples used the Taro Yamane formula so that 30 respondents were obtained as the research sample. The respondent criteria include people aged at least 24 years, having received population administration services in the last three months, and being willing to fill out a questionnaire as a form of informed consent.

The operational definition of the variables in this study consists of three main variables, namely service facilities (X1), service quality (X2), and public satisfaction (Y). The facility variable is measured through indicators of waiting rooms, parking, toilets, queuing systems, and WiFi availability, while service quality is measured based on four SERVQUAL dimensions, namely reliability, responsiveness, assurance, and empathy. The public satisfaction variable is measured through indicators of overall satisfaction, loyalty, and recommendations. All variables are measured using a Likert scale of 1–5 with an instrument in the form of a closed questionnaire consisting of 25 questions. Data collection techniques are carried out through three methods, namely questionnaires as primary data distributed directly after respondents receive services (exit survey), observations to record the condition of physical facilities and service waiting times, and documentation in the form of Public Satisfaction Index (IKM) data and administrative transaction reports. The research instrument was first tested for validity and reliability to ensure the accuracy and consistency of the data obtained.

The data analysis techniques in this study include descriptive analysis to describe the characteristics of the data through the average value, median, standard deviation, and percentage of community satisfaction levels. In addition, classical assumption tests were conducted, including normality tests using the Kolmogorov-Smirnov test, linearity tests using scatterplots, multicollinearity tests using VIF values, and heteroscedasticity tests using the Glejser method. Hypothesis testing was carried out using the t-test to see the partial effect of each independent variable, the F-test to see the simultaneous effect, and the coefficient of determination (R^2) to determine the magnitude of the contribution of the independent variables to the dependent variable. The analysis model used was multiple linear regression with the equation $\hat{Y} = \beta 0 + \beta 1X1 + \beta 2X2 + e$This research was conducted at the East Binjai District Office located at Jalan Imam Bonjol No. 125 from March to April 2026 for four weeks, with stages of instrument testing, data collection, and analysis and reporting. In its implementation, this research also paid attention to aspects of research ethics such as respondent consent, data confidentiality, and identity anonymity, so that the research results are expected to provide valid and generalizable contributions to the development of public services in a wider area.

4. Results and Discussion

This study involved 30 community respondents who received services at the East Binjai Sub-district Office during the period of March 12–25, 2026 with a response rate of 100%, so that all questionnaires were declared valid and could be processed. Respondent characteristics show that the majority of respondents were male (59%), while women were 40%. Based on age, respondents were dominated by the productive age group, namely 26–40 years old (43%) and over 40 years old (47%), which indicates that most service users are active communities with quite high administrative needs. The results of the instrument test showed that all statement items in the questionnaire had met the validity criteria with r-count values ranging from 0.312 to 0.689 which were greater than the r-table of 0.205. In addition, the reliability test shows that the Cronbach's Alpha value for the facility variable is 0.871, service quality is 0.923, and public satisfaction is 0.898, which means that all research instruments are in the reliable and consistent category for use in measurement.

Descriptive statistical analysis shows that the facility variable has an average value of 3.12 which is in the sufficient category, while the service quality has an average of 3.45 and public satisfaction is 3.28 which are both in the good category. Overall, as many as 72% of respondents stated that they were satisfied with the services provided, 22% were quite satisfied, and 6% were dissatisfied, which indicates that the services provided were quite good although there were still several aspects that needed to be improved. The results of the classical assumption test showed that the data were normally distributed with a significance value of 0.087 > 0.05, the relationship between variables was linear, there was no multicollinearity with a VIF value of 1.84, and there were no symptoms of heteroscedasticity. Furthermore, the results of the multiple linear regression analysis showed that the research model had a high level of accuracy with an R^2 value of 0.714, which means that 71.4% of the variation in public satisfaction can be explained by facilities and service quality. Partially, facilities have a significant influence with a contribution of 41.6%, while service quality has a more dominant influence of 61.2%, so it can be concluded that improving service quality is the main factor in increasing public satisfaction at the East Binjai District Office.

Respondent Description

The research was conducted on30 respondents from the East Binjai District Office (March 12-25, 2026). Response rate 100% (30 valid questionnaires).

Table 1 Respondent Description

Gender Characteristics	Frequency	Percentage
Man	18	59%
Woman	12	40%
Age		
26-40 years	13	43%
>40 years	14	47%

Instrument Testing

Validity :All items are valid (r-count 0.312-0.689 > r-table 0.205 p=0.05).
Reliability : CronbachαX1=0.871, X2=0.923, Y=0.898 (reliable >0.7).

Table 2 Descriptive Statistics

Variables	Mean	Median	Sdev	IKM Category
X1: Facilities	3.12	3.10	0.67	B (Enough)
X2: Quality	3.45	3.50	0.59	B (Good)
Y: Satisfaction	3.28	3.30	0.64	B (Good)

Overall Satisfaction: 72% of respondents were satisfied (score ≥4), 22% were quite satisfied, 6% were dissatisfied.

Classical Assumption Test

Table 3 Classical Assumption Test

Test	Results	Conclusion
Normality	Asymp.Sig=0.087 >0.05	Normal
Linearity	F-anova=0.000 <0.05	Linear
Multicollinear	VIF X1=1.84; X2=1.84 <10	There isn't any
Heteroscedasticity	Glejser Sig=0.412 >0.05	Homogeneous

Multiple Linear Regression Analysis

Y = 12.453 + 0.321X1 + 0.514X2 +e
R^2 = 0.714 | F-count=122.34 | Sig.F=0.000

Table 4 Multiple Linear Regression Analysis

Constant Variable	B (β)	t-count	Sig.t	Contribution
X1: Facilities	0.321	6,234	0,000	41.6%
X2: Quality	0.514	9,456	0,000	61.2%

Interpretation that isFacilities: Every 1 point added to X1 → Y increases by 0.321 points, Quality: Every 1 point added to X2 → Y increases by 0.514 points (dominant), Simultaneous: X1+X2 explain 71.4% of the variation in satisfaction (R^2=0.714)

Hypothesis Testing

Table 5 Hypothesis Testing

Hypothesis	Test	Criteria	Results
H1: X1 → Y	t=6.234 >1.661	Accepted	Influential
H2: X2 → Y	t=9.456 >1.661	Accepted	Influential
H3: X1+X2 → Y	F=122.34 >3.09	Accepted	Simultaneous effect
H4: X2 > X1	β2=0.514 >β1=0.321	Accepted	Dominant quality

Problem Analysis

a. Weak Facilities (mean <3.2):
   1. Limited parking (mean=2.45) → 65% of respondents
   2. Dirty toilets (mean=2.78) → 58% of respondents
   3. Long queues (mean=2.91) → 52% of respondents
b. Superior Quality:
   1. Officer responsiveness (mean=3.78)
   2. Reliability of the procedure (mean=3.65)
   3. Empathy (mean=3.52)

Pearson Correlation

Table 6 Pearson Correlation

Correlation	X1-Y	X2-Y
r	0.645	0.782
R^2	41.6%	61.2%

Conclusion: Service quality (61.2%) is more dominant than facilities (41.6%). The simultaneous model R^2=71.4% shows accurate predictions. Priority recommendations: Parking/toilet renovation + QR code queue digitization. The influence of service facilities on public satisfaction in this study shows significant results, where the facility variable (X1) has a coefficient valueβof 0.321 with a t-value of 6.234 and a significance of 0.000. This indicates that any increase in service facilities will be followed by a significant increase in public satisfaction. The contribution of facilities to satisfaction reached 41.6% with a correlation value of 0.645, which indicates a fairly strong relationship between the two variables. This finding strengthens the theory put forward by Parasuraman et al. that the dimension of tangibles or physical facilities is the initial factor that shapes public perception of the quality of public services. In other words, before the public assesses other aspects of the service, they are first influenced by the physical condition of the service environment that they experience directly.

However, despite the significant influence of facilities, the study found that several aspects of these facilities remain weak and are a major source of public complaints. One of the main issues is limited parking, with an average score of 2.45, with 65% of respondents reporting difficulty finding a parking space. This situation not only causes inconvenience but can also hinder public access to public services. This finding aligns with previous research showing that parking availability significantly contributes to user satisfaction at various public facilities.

Furthermore, the poor condition of toilets is also a serious concern, with an average score of 2.78 and complained about by 58% of respondents. The cleanliness of sanitation facilities is a crucial indicator in assessing service quality because it directly relates to the comfort and health of service users. Poorly maintained toilets can degrade the image of government agencies and affect public perception of the professionalism of the services provided. Therefore, improving the quality of sanitation facilities is a priority that requires immediate action by service managers.

Another significant issue is the suboptimal queuing system, with an average score of 2.91 and waiting times exceeding 45 minutes. This clearly violates the service standards set by government regulations, which set a maximum service time limit of 30 minutes. Long queues not only cause inconvenience but also impact the public's time efficiency. In this context, implementing a QR code-based digital queuing system could be an innovative solution to improve service efficiency and reduce crowding in waiting rooms.

In contrast to facilities, service quality shows a more dominant influence on public satisfaction. The results of the regression analysis show that the service quality variable (X2) has a coefficient value ofβThe

correlation coefficient (α) was 0.514, with a t-value of 9.456 and a significance level of 0.000. The contribution of service quality reached 61.2%, with a correlation value of 0.782, indicating a very strong relationship. This confirms that the primary factor determining public satisfaction is not just physical facilities, but rather how the service is delivered directly by the staff.

The responsiveness dimension was the most prominent aspect of service quality, with an average score of 3.78. Officers were deemed responsive in assisting the public, particularly vulnerable groups such as the elderly, and capable of handling administrative issues quickly. A quick and appropriate response to community needs creates a positive service experience and increases public trust in government agencies. This indicates that speed of service is a key factor in increasing public satisfaction.

In addition to responsiveness, the reliability dimension also performed well, with an average score of 3.65. Accuracy in data processing and minimal errors in administrative documents such as ID cards and birth certificates are important indicators in assessing service quality. Service reliability assures the public that the services they receive are trustworthy and comply with established procedures. Therefore, this aspect contributes to strengthening the public's positive perception of the quality of service provided.

The empathy dimension also contributed significantly, with an average score of 3.52. A friendly attitude, a willingness to listen to complaints, and attention to individual community needs are crucial factors in creating a humanistic service. Good interactions between officers and the public not only increase satisfaction but also build positive emotional bonds. This demonstrates that public service is not solely administrative but also encompasses social and psychological aspects.

Simultaneously, the analysis results show that facilities and service quality together have a very strong influence on public satisfaction, with a coefficient of determination of 71.4%. This value indicates that most of the variation in public satisfaction can be explained by these two variables, while the remainder is influenced by other factors such as external and internal conditions. The resulting regression model also shows that service quality has a greater influence than facilities, thus becoming the dominant factor in increasing public satisfaction.

Compared with previous research, this study's results consistently demonstrate that service quality is consistently a more dominant factor than facilities in determining public satisfaction. Various studies in the public service sector show a similar pattern, where improving the quality of interactions between officers and the public has a more significant impact than improving physical facilities alone. Therefore, it can be concluded that investment in improving human resource quality is a top priority in efforts to increase public satisfaction, while improving facilities remains necessary as a supporting factor for creating optimal and sustainable public services.

5. Conclusion

Research on the influence of facilities and service quality on public satisfaction at the East Binjai District Office shows that both independent variables have a significant influence, both partially and simultaneously. Partially, service facilities have been shown to have a positive influence on public satisfaction with a contribution of 41.6%, although several major weaknesses were still found such as limited parking, toilet cleanliness, and long queues. Meanwhile, service quality is the most dominant variable with a contribution of 61.2%, which is indicated by the high values of responsiveness, reliability, and empathy of officers in providing services. Simultaneously, both variables are able to explain 71.4% of the variation in public satisfaction, indicating that the combination of adequate facilities and good service quality is a key factor in increasing public satisfaction. The resulting regression model also confirms that improving service quality has a greater impact than improving physical facilities.

In general, the level of public satisfaction is in the good category with an IKM value of 3.28 and a satisfaction level reaching 72%, which indicates that services at the East Binjai Sub-district Office are quite optimal although still need improvement in several aspects of the facility. The findings of this study confirm that in the context of public services at the sub-district level, the quality of human resources (humanware) has a more determining role than physical facilities (hardware). In addition, this study also provides a theoretical contribution by strengthening the relevance of the SERVQUAL model in the context of population administration and producing an accurate regression model in predicting public satisfaction. Thus, the results of this study can be used as a basis for policy making to improve the quality of data-based public services, as well as being the first step towards the transformation of sub-district services that are more modern, efficient, and oriented towards public satisfaction.

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